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NATIONAL
RESTAURANT
ASSOCIATION

RESTAURANT INDUSTRY OPERATIONS REPORT '87

Prepared in cooperation with

Laventhol & Horwath
Certified Public Accountants

1987 Edition

RESTAURANT INDUSTRY OPERATIONS REPORT '87

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To the Reader:

Restaurant Industry Operations Report '87 is based on financial and operating data provided by members of the National Restaurant Association. The data analysis and compilation were performed by the national accounting and consulting firm of Laventhol & Horwath (L&H) and the report was published in conjunction with the National Restaurant Association. More than 1,400 questionnaires were received from restaurant operators, and 920 were used as the basis for this report. This unique study of the operating results of restaurants in 1986 includes specific financial information on full and limited-menu tableservice restaurants, operators with no tableservice (fast food) and cafeterias.

The data have been compiled on the basis of type of restaurant, location, affiliation, years of operation, sales volume, menu theme and other significant categories.

Generally, operating results are expressed as amounts per restaurant seat and ratios to total sales, the most common bases used in the industry. The amounts and ratios in the exhibits and text are the medians and upper and lower quartiles of those reporting the data, unless otherwise noted. They are intended to be used as guidelines, not as standards or goals. They are not an attempt by the National Restaurant Association or L&H to set or conform prices or operating ratios for the industry. The results of the operations studied can become a basis for comparison with your operation by using the worksheet in the back of the report and the appropriate figures from the schedules. We believe that evaluation of the variances revealed by that comparison can be helpful.

We sincerely appreciate the cooperation of those restaurant operators who supplied complete data for their restaurants, making this study possible.

National Restaurant Association
Michael J. Grisanti
Chairman of the Board and
President

Laventhol & Horwath
Richard C. Conti, Chairman
Restaurant and Foodservice
Practice Group

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EXPLANATORY NOTES

Readers should be aware that the operators who participated in this study are not identical with those who participated in prior years' studies. This makes comparisons with previous data difficult because reporting ratios can be vastly different. However, comparisons of the information in past reports may be useful in identifying certain financial trends.

Again this year, medians and quartiles are used extensively in data presentation. Medians are the middle values of all amounts calculated for a particular item when placed in sequential order. Half of all values reported are below the median and half are above. Readers should be aware that medians are calculated only from respondents reporting information for every specific line item. To provide readers with a better understanding of the range of reported values, lower and upper quartiles are also presented. These are the midpoints of each group bounded by the median. In other words, the sample is broken into four equal parts when arranged in sequential order. The lower quartile divides the sample into the lowest quarter and higher three-quarters of the sample; the upper quartile divides the sample into the highest quarter and lower three-quarters of the sample. Readers should be aware, however, that columns composed of medians and quartiles may not add to the totals shown in the exhibits of this report, because all participants did not respond to every line item.

THE FOODSERVICE INDUSTRY

The foodservice industry is a large and diverse business. For example:

- Industry sales will reach $197.5 billion in 1987.
- There are some 593,000 foodservice operations in the United States.
- More than 40 cents of the consumer's food dollar goes to meals and snacks away from home.
- More than eight million people work in the industry.
- Women account for nearly two-thirds of those employed in foodservice occupations; teenagers, for one-fourth.
- The typical individual eats out an average of 3.7 times a week or 192 times a year.

The economic climate in 1987 remains favorable to the foodservice industry. The National Restaurant Association expects 1987 real sales (adjusted for inflation) to increase 2.4 percent, marking the industry's seventh straight year of real sales growth. This lags slightly behind 1986's 2.7 percent real gain but represents a substantial $11.9 billion gain in absolute terms. The industry has entered a more mature phase wherein annual percentage growth is unlikely to be dramatic but the absolute dollar increase still represents a substantial gain. In addition, continued economic growth and rising personal incomes, combined with favorable demographic and life style trends, will have a positive effect on the industry through the remainder of the decade.

Sales for commercial restaurants (eating places, contract feeding, hotel/motel restaurants, retail hosts) have increased steadily in the past few years. In 1987, sales for the commercial segment are forecast to reach $174.1 billion, up from $162.9 billion in 1986. Inflation-adjusted sales for this segment should rise 2.8 percent compared with gains for 3.2 percent and 2.2 percent in 1986 and 1985, respectively.

Consumer lifestyles

The 1987 foodservice marketplace is consumer driven. Key consumer needs and demands are giving direction to new establishments as well as spurring repositioning by established operations. For example:

Convenience. In recent years, convenience has become a top priority for consumers. American consumers say they work more and have less leisure time, and many look for ways to "expand" their time and opt for convenient foodservice. National Restaurant Association research reveals that four out of ten eating-out occasions involved take-out or delivery in 1985.

Home Related Activities. The expansion of home-oriented activities has contributed to the growth of take-out and home-delivered foods. The consumer rush to purchase videocassette recorders (VCRs) and other technological innovations, such as cable television and home computers/video games, has made staying at home for leisure activities more appealing to consumers. Restaurants continue to respond by expanding take-out and home-delivery services. At the same time, convenience stores, grocery stores, gourmet shops and gas stations have added more extensive lines of take-out foods.

Quality and Value. Today's more experienced customer has high standards for quality and is becoming more value conscious. On the one hand, consumers are interested in going where they can get the best deal, reflected in an increased use of promotions. On the other hand, there are occasions, when consumers are willing to spend the extra money for a high-quality experience. The attitude on that occasion seems to be that price is no object if the quality is high.

Health and Nutrition. The consumer interest in health and nutrition is reflected in the foodservice marketplace. Americans have become more concerned about the nutritional content of the foods they eat and say they are restricting their intake of foods high in fat, cholesterol, sugars and salt. National Restaurant Association research reveals that restaurant patronage varies according to the degree of interest in nutrition. Diet and health-conscious consumers account for a relatively large proportion of occasions at upscale restaurants while a disproportionately large number of fast food occasions come from the less health conscious, traditional consumer.

Diversity in Taste. The influx of various ethnic cuisine into mainstream American has awakened a wide variety of tastes. Today's consumer wants more options, and the popularity of specialty restaurants underscores consumer interest in different type foods. Consumers show greater preference for some ethnic and regional cui-

Foodservice Industry Sales
1986 and 1987 ($000)

	1986	1987
Total Foodservice Industry	$185,638,758	$197,499,917
Commercial Foodservice Group	162,921,460	174,078,693
Eating Places	119,021,154	127,114,592
Restaurants and Lunchrooms	62,221,912	66,141,892
Limited Menu (Fast Food) Restaurants	50,474,707	54,249,571
Institutional Foodservice Group	21,771,272	22,413,066
Military Foodservice Group	946,026	1,008,158

Foodservice industry sales include all meal and snack sales at commercial restaurants, institutional organizations, hotel/motel restaurants and food contractors. Commercial Foodservice Group sales include all meal and snack sales at commercial restaurants, food contractor outlets, hotel/motel restaurants and retail host restaurants.
Source: National Restaurant Association

sines such as Asian fast food and Cajun-style cooking.

Industry trends

Foodservice operators are exploring different ways to respond to consumer demands in light of an increasingly competitive environment.

Repositioning. To be responsive to the diversity of consumer tastes and lifestyles, some operators are repositioning their concepts in order to establish a market niche. Changes in restaurant design and menus reflect operators' determination to create an atmosphere that reflects the quality of food and service offered to patrons. Steakhouse chains have added chicken and fish, fast food burger establishments now sell salads, and ethnic dishes are found on all types of menus.

Menu Trends. Many operators are adding or revamping menu items in accordance with consumer interest in ethnic cuisines, a heightened awareness of health and nutrition, and the trend toward grazing where consumers opt for a variety of items rather than traditional fare. Mexican, Asian, Italian and Cajun cooking have increased in popularity and are being incorporated onto various menus. More information on nutrition is available in menu descriptions, and interest in classic foods from the past has resulted in updated menus.

Expansion. Rising building costs have caused operators to rethink expansion strategies and seek alternative options for reaching or expanding markets. Mobile units, double-drive-thru windows, drive-thru-only units and nontraditional sites are receiving increased attention. Other options receiving greater consideration include renovation and joint ventures. For larger chains, foreign markets remain a viable expansion alternative.

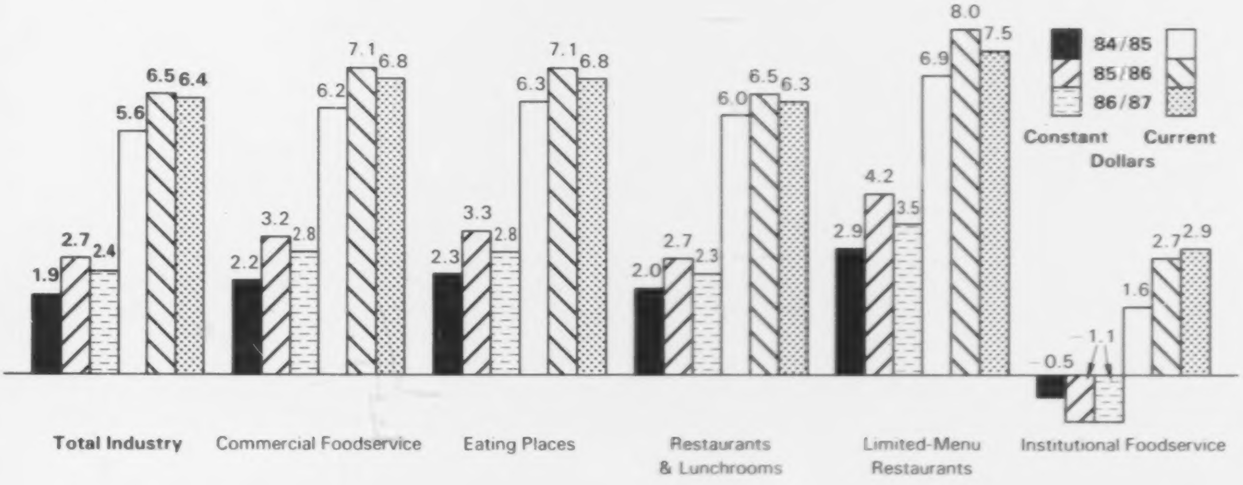
Advertising and Promotions. With today's fiercely competitive environment, foodservice operators are placing more emphasis on advertising and promotions. Advertising expenditures have risen sharply in recent years. The industry is also pouring more money and creative energy into promotional campaigns, with coupons remaining a popular choice. Expenditures for both areas have risen sharply in recent years, with coupons remaining a favorite way to attract business.

Outlook

The foodservice industry faces a positive but challenging environment for 1987 and several years beyond. Restaurant operators will have to adapt to their consumers' evolving needs. For the imaginative and creative foodservice operator this challenge presents a host of opportunities. Those operators who respond most efficiently and rapidly to this changing consumer demand will experience the greatest gains.

National Restaurant Association
Research and Information
Service Department

Foodservice Industry
Percent Change in Dollar Sales, 1985–1987



Foodservice industry sales include all meal and snack sales at commercial restaurants, institutional organizations, hotel/motel restaurants and food contractors. Commercial Foodservice group sales include all meal and snack sales at commercial restaurants, food contractor outlets, hotel/motel restaurants and retail host restaurants.
Source: National Restaurant Association.

Highlights from the restaurant industry dollar

- *Full-menu tableservice* establishments had net income before taxes of 2.4 percent of total sales, the lowest proportion among the four restaurant categories.
- At *limited-menu tableservice* establishments, the ratios of food and payroll costs to total sales were 32 and 24.6 percent, respectively, similar to those at limited-menu restaurants with no tableservice. The cost of beverages sold was 5 percent of the total sales dollar, less than the proportion at full-menu restaurants. The ratios of direct operating expenses and advertising and promotion costs to total sales, 6.6 and 2.1 percent, respectively, were similar to those recorded at full-menu operations.
- Payroll costs at *limited-menu no tableservice* restaurants represented 25 percent of the total sales dollar, which is similar to those for the other three categories. This category, however, had the highest administrative and general expenses, at 4.8 percent of the total sales dollar. Advertising and promotional expenditures were 4.2 percent of the total sales dollar, suggesting heavier use of advertising by this restaurant category. Net income before taxes was 8.2 percent of total sales, the highest recorded among the four categories.
- More than 92 percent of total revenue at *cafeterias* came from the sale of food. The cost of food sold was 39.1 percent of the total sales dollar, the highest ratio among the four restaurant categories.

The Restaurant Industry Dollar**

	Full-Menu Tableservice	Limited-Menu Tableservice	Limited-Menu No Tableservice	Cafeteria
Where It Came From*				
Food Sales	72.9	80.8	97.9	92.5
Beverage Sales	23.1	17.9	1.7	4.8
Other Income	4.0	1.3	0.4	2.7
Where It Went*				
Cost of Food Sold	30.5	32.0	32.4	39.1
Cost of Beverage Sold	6.7	5.0	0.3	1.5
Payroll	27.5	24.6	25.0	25.7
Employee Benefits	4.5	3.3	1.6	6.2
Direct Operating Expenses	6.8	6.6	4.6	5.9
Music and Entertainment	1.1	0.8	N	N
Advertising and Promotion	2.0	2.1	4.2	1.3
Utilities	2.5	2.5	4.0	2.3
Administrative and General	4.0	3.1	4.8	2.1
Repairs and Maintenance	1.6	1.3	1.5	0.9
Rent	3.6	4.5	4.2	4.0
Property Taxes	0.5	0.5	0.5	0.2
Other Taxes	0.7	0.6	0.2	0.3
Property Insurance	1.2	1.1	1.0	0.4
Interest	1.0	1.2	1.7	1.0
Depreciation	2.7	2.6	3.8	2.1
Other Deductions	0.7	1.9	2.0	0.1
Net Income Before Income Taxes	2.4	6.3	8.2	6.9

*All figures are weighted averages.
**Based on 1986 data.
N—Less than 0.1 percent.

A FINANCIAL PERSPECTIVE

by Richard C. Conti, Partner, Laventhol & Horwath

Financing has always posed a problem for the restaurant industry, particularly for new operations. Each year, thousands of new restaurants open, but a high percentage of these fail in the first year. It is an unfortunate cycle. No one can blame a bank or investor for viewing the restaurant industry as a risky investment, yet, at the same time, the lack of sufficient working capital is one of the greatest reasons why so many new restaurants don't make it.

In 1987, financing has remained elusive, particularly for new ventures. As a result, growth in the industry has come from a different direction: through mergers, acquisitions and conversions.

A different type of expansion

Acquisitions allow companies to develop new products or facilities with less risk and smaller start-up costs. Generally, overhead costs per facility decrease as a chain grows. Mergers and acquisitions also can provide an efficient way to expand into a new geographical area, particularly for local and regional chains.

Mergers raise capital in two ways. First, the price of a company's stock often rises after a merger. Second, the merger of a small company with a larger one can bring access to capital and/or loan funds not previously available.

The availability of properties for acquisition has increased since many companies feel they can become more competitive by narrowing the focus of their lines of business. They accomplish this by divesting any product line, subsidiary or division that no longer fits their new business strategy. On the other hand, the new tax laws have made service firms more attractive since they suffer relatively less from the loss of the investment tax credit while gaining the benefit of lower tax rates. This has led some of the larger U.S. food manufacturing companies to purchase restaurants and foodservice companies.

An acquiring company generally purchases a property with a strong concept with the objective of expanding its own concept. For example, a national or regional chain of fast-food seafood restaurants might acquire a small local chain with the same menu theme as an entrance to a particular market. Recently, however, properties are being acquired for their locations, not their concepts. This frequently happens in an overbuilt market where a weak player may be faced with two choices: Close the restaurant or be acquired for conversion to another company's concept.

Many restaurant chains have been pursuing this road to expansion, finding that it often makes more financial sense than new construction. This may be good for the restaurant industry as a whole, since some segments have been experiencing a softening of demand.

One of the reasons for this is that many restaurateurs created concepts, such as gourmet hamburgers for a particular market niche, which, in many cases, didn't exist. They simply failed to do adequate *primary* consumer research. Another major reason is the competition from convenience stores, which now offer many takeout foods.

Instead of further softening demand, growth through mergers, acquisitions and conversions will benefit the industry by allowing demand to catch up with supply. Although this "shakeout" will account for the majority of growth in the industry, this doesn't mean that restaurateurs have no other alternatives. Some options still remain for obtaining financing—either for startup or expansion.

Raising capital

Master limited partnerships (MLPs), which have been used extensively in the general real estate market, recently have become a vehicle for financing restaurants. Several fast food and pizza chains used them in 1987 to finance expansion.

Ownership units in an MLP are traded on a public exchange, offering investors cash yield, capital appreciation and liquidity. The small minimum investment usually required can attract a wide spectrum of investors.

One of the greatest advantages to raising capital with an MLP—as opposed to going public—is that income and losses are passed through to the investors so it is only taxed once. Double taxation would mean that the restaurant, if it were a corporation, would pay taxes on profits, then investors would pay taxes on the return on their investment.

In addition, the government has not yet decided whether MLP income is passive, as opposed to active (or portfolio), income. Passive status, along with the "pass-through" feature helps attract investors, because individuals can offset only passive income against passive losses from other sources. Alternatively, an investor who is already profiting from passive income from another partnership might seek a way to shelter this with a passive loss.

Unfortunately, several arms of the Federal government are trying to eliminate the "pass-through" feature. Although they may succeed, which would make MLPs somewhat less attractive to investors, MLPs will still remain a usable tool for raising capital.

A few years ago, *going public* gained some popularity as a method of raising capital. One study found that 87 restaurant companies registered public stock offerings with the SEC from January 1982 through mid-1984.

Since then, approximately 25 percent of these have filed for bankruptcy, and the average listing price has declined. Currently, Wall Street does not appear to favor initial public offerings by restaurant companies. However, the shakeout now occurring in the restaurant industry through consolidations, mergers and acquisitions could make Wall Street more receptive in a few years.

Another method borrowed from the real estate industry is the *all-equity syndication*. This is a type of limited partnership, but not an MLP. The tax shelter this type of syndication provided for real estate has lost some appeal under the new tax laws. As a result, investors who like using this approach—particularly those with high credit standing—will look for syndications that produce a good cash return.

Three qualities are necessary for this type of restaurant syndication to sell:

- A potential cash-on-cash return to investors of 12 to 15 percent. This may be sufficient to attract investors with high credit standing. These people have the ability to borrow from banks at a lower interest rate, reinvest it and pocket the difference.
- Restaurant operators with good track records. They must have proven abilities in financial management, as well as in running the back- and front-of-the-house details.
- An attractive and unusual concept, menu and location. Concepts with little or no product differentiation or ones that can easily be copied will have trouble attracting investors.

A lawyer and an accountant can set up all the documentation for the partnership. The restaurateur will either have to line up investors or call in a broker-dealer to sell units of the investment.

Unfortunately, most broker-dealers do not want to handle deals involving less than $3 million, and most restaurant deals fall into this category. These require almost as much work for the broker-dealer as a $10 million dollar one, yet will yield a much smaller fee.

One other method of financing is, of course, a *bank loan*, but restaurateurs can generally forget about this unless they have several successful units with good cash flow. Then banks consider it a corporate, not a restaurant, loan.

The only other way to acquire a bank loan is to guarantee it with a very large personal net worth. Even then, the company must accept a 50 percent loan-to-value ratio, compared with the 75 percent loan-to-value ratio used in granting a traditional real estate loan.

Given these financing options, the outlook for prospective operators and independent ones seeking to expand may not seem optimistic. In the past, however, those with unique concepts and strong operations experience have found ways to succeed despite the obstacles. Although the restaurant industry now faces a challenging economic environment, this should eventually strengthen it by limiting overbuilding and by forcing operators to plan more strategically.

UNDERSTANDING MEDIANS AND MEANS

The annual studies written by the Research Division of Laventhol & Horwath utilize medians for the majority of their reported results. This article will give an in-depth explanation on medians and quartiles, as well as briefly discussing means, along with practical uses of both.

A median is defined as the middle value of all amounts calculated for a specific line item. For example, if we received nine responses for number of full time employees—8,4,2,6,9,7,5,1,3; these numbers would be arranged sequentially—1,2,3,4,5,6,7,8,9 and the middle value "5" would be the median since 50 percent of the responses received are below the value and 50 percent are above.

In conjunction with medians, lower and upper quartiles are used to give a further description to the sample results. Occasionally, we use means to report data, but we believe the median is the most appropriate method to report our results. This is because the median gives less biased results. Medians keep results from being skewed by one or two respondents. For example, if a few responding restaurants incurred large operating losses, these losses would be divided evenly among all restaurants in the sample (when using mean calculations); and bring down the average net profit of the entire group, which for the most part may have had respectable profits.

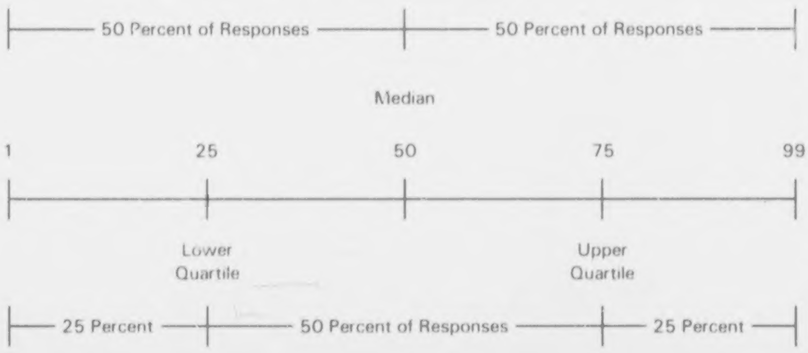
Quartiles divide the responses into four equal parts, with the median still being the middle value. The *lower quartile* is the value that separates the lowest 25 percent of the responses from the rest of the sample when arranged sequentially, while the *upper quartile* defines the boundaries of the upper 25 percent of the responses from the lower 75 percent. Stated another way 50 percent of all responses fall between the lower and upper quartiles. For example, if we receive 99 responses for a specific item and the responses (conveniently) were numbered 1 through 99, the median (or middle value) would be 50, the lower quartile would be 25 (25 percent of the responses would be below 25), and the upper quartile would be 75 (25 percent of the responses would be above 75). Fifty percent (or half) of the responses would fall between the lower and upper quartiles. (See chart below.)

While reading this report, it should become evident that columns do not total when medians are involved. The reason behind this is EACH LINE ITEM IS ANALYZED SEPARATELY! In the accompanying table (page 13) when all amounts are arranged sequentially, the median net profit amount per seat for total sales is $5,197. This figure is based on the 354 restaurants* that gave us information for this specific line item. The median net profit amounts per seat for total food and beverage sales were $4,163 and $1,091 respectively. These two amounts were analyzed on a sample of 326 and 254 restaurants, respectively, that gave us separate food sales and beverage sales figures. Different sample sizes is one reason why figures do not add to the totals shown.

There is another major reason that columns do not total. When using medians, it is important to remember that the median food sales, the median beverage sales and the median total sales figures reported probably represent the results for three separate restaurants, even though the sample size of each may be equal. This also holds true for lower and upper quartile figures.

The terms MEAN, AVERAGE, and

Responses Arranged Sequentially



UNDERSTANDING MEDIANS

Table I

	Amount Per Seat		
	Net Profit		
	Lower Quartile	Median	Upper Quartile
Sales			
Food	$2,787	$4,163	$6,246
Beverage	555	1,091	2,254
Total Sales	3,381	5,197	7,788
Cost of Sales			
Food	1,030	1,499	2,331
Beverage	139	306	587
Total Cost of Sales	1,154	1,877	2,637
Gross Profit	2,110	3,313	5,154
Other Income	13	41	113
Total Income	$2,213	$3,445	$5,362

Table II
Restaurant Seating

Restaurant	Number of Seats	Average Daily Seat Turnover	Number Seats Occupied Daily (Column 1 × Column 2)
1	60	3.80	228
2	80	4.20	336
3	100	3.70	370
4	120	2.90	348
5	140	2.00	280
6	160	1.70	272
7	180	1.90	342
8	500	1.20	600
9	600	1.00	600
Total	1,940	22.40	3,376
Median	140	2.00	342[1]
Average (rounded)	216	2.49	538

[1] The median number of seats occupied daily is 280 (the middle value of column 3). Notice that this is not equal to the product of the median number of seats multiplied by the median average daily seat turnover, which is 280. It is incorrect to use medians in calculations, such as addition or multiplication.

ARITHMETIC MEAN are all synonymous. A mean is calculated by summing the results and dividing by the number of responses. In Table II, the sum of the number of restaurant seats is 1,940. Divide this by the nine respondents and the mean (average) is 216 seats per restaurant. By comparison, the median number of seats is 140. It is obvious that the average is skewed by the two restaurants with 500 and 600 seats.

Table II shows a group of restaurants that responded to number of seats available. They also provided the number of guests served, so the average daily seat turnover was calculated. The average number of seats for this sample is approximately 216 (1,940 divided by 9) and the median number of seats is 140 (the middle value of all respondents when responses are arranged sequentially). The average seat turnover is 2.49 and the median is 2.00. With this information, the mean and median for the number of seats occupied daily can be calculated.

- The median number of seats occupied daily is 280 (the middle value of column 3).
- To compute the average number of seats occupied per day, multiply the average number of seats per restaurant of 216 by the average daily seat turnover of 2.49. This gives the average daily seat turnover of approximately 538. The mean number of seats is greatly influenced by the two large properties with 500 and 600 seats.

As shown, median and means both have their uses, with medians not being affected by one or two responses that vary significantly from the rest of the sample. This is the main reason the majority of our studies report the date as medians.

**The number used for sample sizes are representative and are not actual sample sizes.*

INTRODUCTION TO ANALYSIS OF DATA

by Jamie B. Mandell
Research Division, Laventhol & Horwath

The 1987 issue of *Restaurant Industry Operations Report* has been expanded and changed to make it more useful and inclusive. For the first time, specific information is available for the following four operations:

Section A: Full-Menu Tableservice
Section B: Limited-Menu Tableservice
Section C: Limited-Menu No Tableservice
Section D: Cafeteria

Respondents were asked to select which of the above categories most closely represented their operation. The data compiled in each section present individual exhibits characterizing operating statistics on these various types of establishments. In addition, amount per square foot data have been included in each section.

This year, also for the first time, many state restaurant associations cooperated in the study by distributing questionnaires to their members. Previously, only the National Restaurant Association and the practice offices of Laventhol & Horwath had distributed questionnaires.

More than 1,400 restaurants throughout the country responded. A sample copy of the questionnaire is presented at the end of this publication. Of these responses, 920 contained complete and usable financial information. Usable questionnaires were then separated into the four previously mentioned categories before being analyzed.

SECTION A—FULL-MENU TABLESERVICE

In 1986, the median average check size for full-menu restaurants was $10.56—considerably higher than for the other types of establishments analyzed in this report. The higher average check size reflects the higher priced menus at these establishments and the fact that many full-menu tableservice restaurants serve alcoholic beverages, which further increases check size. The full-menu category reported the lowest median ratio of income before income taxes to total sales, at 2.9 percent, of the four segments.

Restaurants with steak/seafood and American themes represented more than 50 percent of the full-menu tableservice sample. Sandwich/hamburger* style establishments recorded the highest level of median total sales per seat at $7,195. Ethnic restaurants followed with total sales of $4,511 per seat. Restaurants serving a Continental menu had a higher ratio of total controllable expenses to total sales, at 56.5 percent, than did operations with other menu themes.

The majority of full-menu restaurants are run as single-unit, independent facilities. These single-unit full-menu restaurants had median restaurant profits, as a ratio of total sales, of 2.4 percent compared with multi-unit company operated and multi-unit franchisee operated establishments with incomes of 6.3 percent and 4.8 percent, respectively. In addition, single-unit restaurants experienced a higher ratio of total cost to total sales than did multi-unit operations.

Full-menu establishments serving both food and beverages reported that total occupation costs per square foot were more than three dollars higher than at those operations offering food only. Sales, cost of sales and payroll expenditures per seat at food and beverage establishments were similar to those at food only ones. Median restaurant profit at food only establishments, however, was more than double that at food and beverage operations, $233 per seat compared with $111 per seat.

Highlights

- The median check was $10.56, and the average daily seat turnover was 1.1.
- Establishments experiencing a net profit reported median total sales of $5,197 per seat, while those restaurants that experienced a net loss reported total sales of $3,616 per seat.
- In 1986, full-menu restaurants experienced a median earnings ratio of 2.9 percent.
- Total sales per full-time equivalent employee was $28,000, with a productivity index of 3.1.
- Food sales were $3,492 per seat, while beverage sales accounted for $921 per seat.
- Median total sales were $157 per square foot—or $4,333 as an amount per seat.
- Restaurant profit was 3.2 percent in 1986.
- The median total cost of sales was $1,518 per seat, or 34.4 percent as a ratio to total sales.

Characteristics

- More than 65 percent of full-menu tableservice restaurants are owned by a private corporation.
- Sales volume of $1 million and higher was reported by 45 percent of participating establishments.
- Primarily the sole occupant of the building with an average of 8,031 square feet of space.
- Operated as a single-unit, nonaffiliated full-menu tableservice restaurant at a net profit.
- Basically located in urban and suburban areas serving lunch and dinner.
- More than 85 percent serve both food and beverage, while the remainder serve only food.

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*Sandwich/hamburger includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit A-1
Composition of Participating Full-Menu Tableservice Restaurants

	Percentage of Respondents
Type of Establishment:	
Food Only	13.7%
Food and Beverage	86.0
Not Specified	0.3
Years in Business:	
Under 5 Years	23.0%
5 to 10 Years	21.5
Over 10 Years	55.2
Not Specified	0.3
Region:†	
Northeast	21.2%
North Central	24.9
South	33.4
West	19.8
Not Specified	0.7
Location:	
Urban	39.4%
Suburban	37.3
Rural	21.6
Not Specified	1.7
Affiliation:	
Single Unit—Independent	67.5%
Multi-Unit—Company Operated	21.0
Multi-Unit—Franchisee Operated	6.1
Not Specified	5.4
Meals Served:	
Breakfast and Lunch Only	1.2%
Lunch and Dinner Only	45.0
Dinner Only	8.4
All Meals	37.6
Open 24 Hours	6.2
Not Specified	1.6
Profit Versus Loss:	
Net Profit	55.1%
Net Loss	27.0
Breakeven	0.3
Not Specified	17.6

	Percentage of Respondents
Lease Versus Own:	
Own Land and Building	49.3%
Lease Land and Building	35.9
Lease Land and Own Building	4.0
Own Land and Lease Building	0.2
Not Specified	10.6
Restaurant Located/Attached To:	
A Hotel	19.8%
A Shopping Center/Mall	10.9
An Office Building	4.4
A Transportation Center	0.3
A Club	3.6
Other	10.1
Sole Occupant	48.4
Not Specified	2.5
Ownership:	
Sole Proprietorship	14.3%
Partnership	10.0
Public Corporation	7.9
Private Corporation	65.2
Not Specified	2.6
Menu Theme:	
Steak/Seafood	25.1%
American	25.7
Continental***	17.7
Italian	5.3
Sandwiches/Hamburgers****	2.0
Regional	4.2
Ethnic*****	5.3
All Others	9.6
Not Specified	5.1
Sales Volume:	
Under $500,000	23.5%
$500,000 to $999,999	31.9
$1,000,000 to $1,999,999	25.6
$2,000,000 and Over	19.0

***Continental includes French.

****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

*****Ethnic includes German, Mexican, Oriental, Irish and International.

†Regions
Northeast: CT, ME, MA, NH, NJ, PA, RI, VT.
North Central: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI.
South: AL, DC, DE, FL, GA, KY, LA, MD, MS, OK, NC, SC, TN, TX, VA, WV.
West: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY.

Exhibit A-2
Full-Menu Tableservice Average Check

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	$5.71	$10.56	$16.89
Type of Establishment			
Food Only	$2.97	$ 3.96	$ 5.11
Food and Beverage	7.30	11.28	17.84
Years in Business			
Under 5 Years	$7.11	$11.49	$19.38
5 to 10 Years	6.17	9.90	18.76
Over 10 Years	4.89	10.03	15.62
Location			
Urban	$6.37	$11.28	$19.51
Suburban	6.10	11.03	16.58
Rural	4.45	8.12	14.70
Meals Served			
Breakfast and Lunch Only	••	$ 3.57	••
Lunch and Dinner Only	$ 8.17	11.62	$17.44
Dinner Only	13.64	19.01	25.58
All Meals	4.32	7.01	13.35
Open 24 Hours	3.28	4.24	5.01
Menu Theme			
Steak/Seafood	$8.90	$11.92	$17.01
American	4.32	8.07	13.64
Continental•••	10.01	17.61	29.23
Italian	9.15	12.31	19.00
Sandwiches/Hamburgers••••	5.11	7.84	11.07
Regional	4.25	5.76	12.20
Ethnic•••••	5.77	8.04	9.77
Restaurant Located/Attached To:			
Hotel	$7.50	$11.44	$20.07
Shopping Center/Mall	6.38	9.09	13.91
Office Building	5.70	10.63	17.42
Club	9.80	13.65	17.07
Other	4.38	9.99	16.90
Sole Occupant	5.52	10.56	16.94
Region			
Northeast	$6.92	$11.68	$19.24
North Central	4.34	8.72	13.66
South	6.37	11.28	18.71
West	6.02	10.63	18.69
Sales Volume			
Under $500,000	$3.91	$ 6.14	$12.18
$500,000 to $999,999	5.36	9.32	14.64
$1,000,000 to $1,999,999	7.63	11.19	16.83
$2,000,000 and Over	11.10	15.73	22.20

•••Continental includes French.
••••Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.
•••••Ethnic includes German, Mexican, Oriental, Irish and International.

Exhibit A-3
Full-Menu Tableservice Average Daily Seat Turnover

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	0.6	1.1	2.2
Type of Establishment			
Food Only	1.0	3.0	4.7
Food and Beverage	0.5	1.1	1.8
Years in Business			
Under 5 Years	0.5	1.0	2.0
5 to 10 Years	0.7	1.3	2.6
Over 10 Years	0.5	1.1	2.1
Location			
Urban	0.6	1.2	2.2
Suburban	0.5	1.0	2.2
Rural	0.5	1.0	2.5
Meals Served			
Breakfast and Lunch Only		1.8	
Lunch and Dinner Only	0.7	1.2	1.9
Dinner Only	0.4	0.7	1.1
All Meals	0.4	1.1	2.5
Open 24 Hours	2.7	4.0	5.8
Menu Theme			
Steak/Seafood	0.5	1.0	1.5
American	0.7	1.4	2.5
Continental***	0.3	0.6	1.2
Italian	0.6	0.8	1.3
Sandwiches/Hamburgers****	1.9	2.1	3.7
Regional	0.6	1.5	3.4
Ethnic*****	1.0	1.7	2.3
Restaurant Located/Attached To:			
Hotel	0.3	0.5	1.1
Shopping Center/Mall	1.1	1.6	2.5
Office Building	0.7	1.4	2.9
Club	0.3	0.5	0.8
Other	0.5	0.9	1.8
Sole Occupant	0.8	1.4	2.5
Region			
Northeast	0.6	1.1	1.9
North Central	0.5	1.0	2.6
South	0.5	1.1	1.7
West	0.7	1.5	2.7
Sales Volume			
Under $500,000	0.4	0.7	2.0
$500,000 to $999,999	0.6	1.1	2.0
$1,000,000 to $1,999,999	0.5	1.3	2.7
$2,000,000 and Over	0.8	1.4	2.0

***Continental includes French.

****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

*****Ethnic includes German, Mexican, Oriental, Irish and International.

Exhibit A-4
Full-Menu Tableservice Earnings Ratio

	Lower Quartile	Median	Upper Quartile
All Restaurants	(2.0)%	2.9%	8.2%
Type of Establishment			
Food Only	1.9	5.7	11.5
Food and Beverage	(2.7)	2.3	7.1
Years in Business			
Under 5 Years	(7.4)	0.4	5.6
5 to 10 Years	0.6	5.3	10.2
Over 10 Years	(1.1)	3.0	8.2
Location			
Urban	(1.8)	2.9	9.0
Suburban	(1.4)	3.1	8.1
Rural	(4.0)	2.3	7.7
Menu Theme			
Steak/Seafood	(3.6)	1.9	7.7
American	(1.2)	2.9	6.9
Continental***	(4.8)	0.9	6.7
Italian	(0.7)	2.5	7.9
Sandwiches/Hamburgers****	4.2	6.5	13.4
Regional	(0.9)	2.1	6.3
Ethnic*****	(1.6)	3.5	7.3
Restaurant Located/Attached To:			
Hotel/Motel	(9.6)	(0.4)	5.8
Mall/Shopping Center	(2.6)	3.6	7.2
Office Building	(2.7)	5.3	11.1
Sole Occupant	(0.6)	3.0	8.4
Club	(17.3)	(5.0)	(5.5)
Other	(1.0)	3.0	6.1
Region			
Northeast	(1.2)	2.2	6.0
North Central	(2.3)	3.0	8.2
South	(2.7)	2.9	8.8
West	(1.5)	4.6	9.4
Sales Volume			
Under $500,000	(4.6)	0.7	6.6
$500,000 to $999,999	(1.7)	3.1	8.8
$1,000,000 to $1,999,999	(2.0)	2.7	7.1
$2,000,000 and Over	0.8	4.2	10.1
Lease Versus Own			
Own Land and Building	(2.6)	2.6	7.9
Lease Land and Building	(0.7)	3.4	8.7
Lease Land and Own Building	(3.1)%	3.4%	11.5%

***Continental includes French.

****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

*****Ethnic includes German, Mexican, Oriental, Irish and International.

Exhibit A-5
Full-Menu Tableservice
Net Income Differential*

	Amount Per Seat					
	Net Profit			Net Loss		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$2,787	$4,163	$6,246	$1,540	$2,640	$4,459
Beverage	555	1,191	2,254	394	905	1,429
Total Sales	3,381	5,197	7,788	1,962	3,616	6,208
Cost of Sales						
Food	1,030	1,499	2,331	606	993	1,622
Beverage	139	306	587	103	255	407
Total Cost of Sales	1,154	1,877	2,637	744	1,265	2,144
Gross Profit	2,110	3,313	5,154	1,233	2,342	3,807
Other Income	13	41	113	6	30	111
Total Income	2,213	3,445	5,362	1,345	2,450	3,835
Controllable Expenses						
Payroll	895	1,401	2,082	642	1,004	1,785
Employee Benefits	62	169	327	43	114	244
Direct Operating Expenses	146	269	465	132	267	536
Music and Entertainment	4	15	80	13	39	106
Advertising and Promotion	36	84	158	32	99	173
Utilities	118	174	253	86	146	212
Administrative and General	75	189	464	58	151	327
Repairs and Maintenance	48	86	149	36	66	132
Total Controllable Expenses	1,513	2,485	3,845	1,180	2,041	3,554
Income Before Occupation Costs	524	904	1,532	57	269	605
Occupation Costs						
Rent	142	242	427	119	213	372
Property Taxes	14	27	45	15	30	60
Other Taxes	10	27	95	7	35	129
Property Insurance	37	62	108	36	63	116
Total Occupation Costs	153	305	560	134	264	549
Income Before Interest and Depreciation	280	509	958	(164)	(25)	153
Interest	13	41	113	19	61	137
Depreciation	68	145	240	64	151	272
Net Income Before Other Deductions	130	297	689	(399)	(165)	(50)
Other Deductions	9	30	196	23	37	103
Net Income (Loss) Before Income Taxes	$ 105	$ 255	$ 637	$ (412)	$(194)	$ (62)
Other Data						
Average Receipt Per Cover	$ 5.36	$ 10.56	$ 16.51	$ 6.65	$ 10.55	$ 16.85
Average Daily Seat Turnover	0.8	1.5	2.7	0.5	0.9	1.4
Productivity Index	2.90	3.29	3.83	2.45	2.93	3.45

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

Ratio to Total Sales					
Net Profit			Net Loss		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
72.0%	80.8%	95.9%	67.4%	77.0%	86.6%
15.2	22.9	29.5	17.9	24.9	33.8
100.0	100.0	100.0	100.0	100.0	100.0
33.1	36.8	40.6	34.9	38.5	42.9
23.8	27.2	32.0	23.8	27.8	34.6
31.9	35.0	38.5	32.9	36.2	39.8
61.5	65.1	68.1	60.2	63.8	67.1
0.3	0.7	2.1	0.1	0.8	3.0
63.0	66.2	69.7	60.9	65.2	68.8
23.7	27.3	31.6	25.7	31.3	35.8
1.5	3.4	5.4	1.7	3.8	5.7
3.7	5.3	7.4	5.1	6.7	11.2
0.1	0.4	1.7	0.4	1.2	3.2
1.0	1.7	3.0	1.3	2.4	4.3
2.5	3.3	4.2	2.9	3.7	5.2
1.9	3.8	7.1	2.4	4.5	8.4
1.1	1.6	2.4	1.2	1.9	2.9
43.0	48.3	53.0	51.3	58.1	65.3
13.1	17.0	23.7	2.3	7.7	12.7
2.9	4.7	6.4	3.4	5.9	8.1
0.3	0.6	0.9	0.4	0.9	1.5
0.2	0.6	2.8	0.2	1.2	3.6
0.8	1.4	2.2	1.2	1.8	3.0
3.9	6.3	8.7	5.0	7.5	12.6
6.1	10.2	15.8	(4.6)	(0.6)	3.9
0.3	1.0	2.1	0.7	2.0	4.0
1.6	2.6	3.7	2.5	4.1	6.6
3.1	6.6	12.0	(9.7)	(4.5)	(1.8)
0.2	1.0	3.2	0.4	1.4	3.4
2.7%	5.6%	10.9%	(10.1)%	(4.8)%	(2.1)%

Exhibit A-6
Full-Menu Tableservice
Cost Per Dollar of Sales*

	Food†	Beverages†	Total Cost of Sales	Total Payroll	Prime Cost
All Restaurants	37.0¢	26.7¢	34.4¢	33.0¢	68.0¢
Type of Establishment					
Food Only	34.9¢	N/A	33.6¢	32.4¢	66.8¢
Food and Beverage	37.4	26.7	34.5	33.2	68.3
Years in Business					
Under 5 Years	37.4¢	27.8¢	34.5¢	31.6¢	66.9¢
5 to 10 Years	35.5	26.9	33.2	32.2	64.7
Over 10 Years	37.2	26.4	34.6	34.3	70.6
Location					
Urban	35.7¢	26.2¢	33.4¢	33.3¢	68.2¢
Suburban	37.4	26.2	34.2	32.6	66.7
Rural	38.3	29.4	36.6	33.9	71.0
Meals Served					
Lunch and Dinner Only	38.3¢	27.2¢	35.4¢	31.2¢	66.5¢
Dinner Only	37.6	29.3	35.1	28.4	63.0
All Meals	35.8	25.7	33.9	37.3	73.3
Open 24 Hours	32.6	22.1	32.3	32.3	64.4
Menu Theme					
Steak/Seafood	40.0¢	26.8¢	36.1¢	30.1¢	67.8¢
American	37.5	27.8	35.3	34.2	69.7
Continental***	35.6	26.3	33.4	36.3	70.7
Italian	33.3	32.9	33.4	34.2	67.3
Sandwiches/ Hamburgers****	28.2	20.8	25.8	29.1	57.6
Regional	35.4	28.9	31.6	34.2	66.8
Ethnic*****	31.6	25.6	30.2	31.1	62.6
Region					
Northeast	39.0¢	27.9¢	35.5¢	31.6¢	67.6¢
North Central	37.1	26.5	35.0	33.4	69.2
South	36.6	26.7	33.8	32.8	67.3
West	34.9	26.4	32.4	34.9	69.2
Ownership					
Sole Proprietorship	37.6¢	32.4¢	36.7¢	32.5¢	68.8¢
Partnership	36.4	25.2	33.5	34.3	66.2
Public Corporation	32.2	22.1	31.4	32.6	64.7
Private Corporation	37.5	26.9	34.5	33.0	68.3
Profit Versus Loss					
Net Profit	36.8¢	27.2¢	34.4¢	31.1¢	65.3¢
Net Loss	38.5	27.8	36.0	35.4	71.7

†Based on individual department sales.
*All amounts are medians and do not necessarily add to totals shown.
***Continental includes French.
****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.
*****Ethnic includes German, Mexican, Oriental, Irish and International.
N/A Not applicable.

Exhibit A-7
Full-Menu Tableservice
Number of Employees*

	Number of Employees Per Restaurant		
	Full-Time	Part-Time (20-35 Hours)	Part-Part-Time (Under 20 Hours)
All Restaurants	18.0	15.0	9.0
Type of Establishment			
Food Only	14.0	12.0	5.0
Food and Beverage	20.0	15.0	10.0
Location			
Urban	20.0	15.0	10.0
Suburban	20.0	17.0	10.0
Rural	12.0	10.0	5.0
Menu Theme			
Steak/Seafood	20.0	16.0	10.0
American	16.0	15.0	10.0
Continental***	20.0	15.0	6.5
Italian	10.0	10.0	5.0
Sandwiches/Hamburgers****	35.0	17.0	13.0
Regional	13.0	12.0	11.0
Ethnic*****	10.0	10.0	9.0
Region			
Northeast	15.0	15.0	10.0
North Central	15.0	15.0	10.0
South	20.0	12.0	5.0
West	24.0	17.0	10.0
Sales Volume			
Under $500,000	7.0	7.0	4.0
$500,000 to $999,999	15.0	10.0	7.0
$1,000,000 to $1,999,999	27.0	20.0	11.0
$2,000,000 and Over	50.0	33.5	20.0
Affiliation			
Single Unit—Independent	15.0	14.0	9.5
Multi-Unit—Company Operated	29.0	16.5	7.0
Multi-Unit—Franchisee Operated	24.0	22.5	10.0
Ownership			
Sole Proprietorship	10.0	10.0	7.5
Partnership	25.0	15.0	5.5
Public Corporation	30.0	25.0	10.0
Private Corporation	18.0	15.0	10.0

*All amounts are medians.

***Continental includes French.

****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

*****Ethnic includes German, Mexican, Oriental, Irish and international.

Exhibit A-8
Full-Menu Tableservice
Occupancy Costs, Interest and Depreciation—Amount Per Seat*

		Type of Establishment		Location			Region			
	Total	Food Only	Food and Beverage	Urban	Suburban	Rural	Northeast	North Central	South	West
Rent	$230	$205	$237	$241	$248	$171	$223	$200	$212	$335
Property Taxes	28	29	27	26	33	23	33	24	29	24
Other Taxes	29	31	29	32	21	33	22	37	31	23
Property Insurance	63	44	71	67	64	63	84	54	61	74
Interest	50	42	50	58	48	49	47	41	57	54
Depreciation	$146	$125	$149	$159	$159	$100	$154	$ 96	$160	$165

*All amounts are medians.

Exhibit A-9
Full-Menu Tableservice
Statement of Income and Expenses—Amount Per Square Foot

	All Restaurants			Type of Establishment*		Menu Theme*						
	Lower Quartile	Median	Upper Quartile	Food Only	Food and Beverage	Steak/ Seafood	American	Continental	Italian	Sandwiches/ Hamburgers ****	Regional	Ethnic*****
Sales												
Food	$85	$125	$200	$150	$122	$115	$128	$126	$100	$157	$158	$121
Beverage	20	36	71	N/A	36	37	33	39	23	62	34	42
Total Sales	$106	$157	$245	$150	$158	$151	$154	$182	$139	$257	$144	$158
Gross Profit	$ 68	$100	$159	$ 94	$101	$ 95	$100	$116	$ 92	$158	$ 98	$107
Occupation Costs												
Rent	$ 4.53	$ 7.88	$ 14.34	$ 5.93	$ 8.16	$ 7.14	$ 8.68	$ 9.75	$ 6.20	$ 16.78	$ 6.61	$ 8.38
Property Taxes	.50	.92	1.71	.95	.91	.82	.98	1.27	.89	**	1.11	.61
Other Taxes	.32	1.07	3.64	1.30	1.04	1.18	1.47	1.00	.95	**	2.63	1.09
Property Insurance	1.34	2.26	4.08	1.45	2.66	3.07	2.41	2.54	1.62	**	3.97	1.91
Total Occupation Costs	$ 5.45	$ 9.67	$ 18.86	$ 7.10	$ 10.29	$ 10.84	$ 9.43	$ 12.14	$ 6.87	$ 19.51	$ 6.91	$ 9.72

*All amounts are medians.
**Insufficient data.
***Continental includes French.
****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.
*****Ethnic includes German, Mexican, Oriental, Irish and International.
NA—Not applicable.

Location*			Region*				Sales Volume ($000)*			
Urban	Suburban	Rural	Northeast	North Central	South	West	Under $500	$500 to $999	$1,000 to $1,999	$2,000 & Over
$137	$128	$111	$112	$113	$127	$149	$ 85	$117	$162	$208
41	39	20	40	27	36	40	18	31	50	62
$174	$163	$128	$149	$139	$159	$195	$ 98	$145	$210	$277
$112	$103	$ 82	$100	$ 83	$101	$136	$ 61	$ 95	$137	$178
$ 7.95	$ 8.54	$ 5.33	$ 8.05	$ 7.13	$ 6.72	$ 11.15	$ 5.52	$ 7.45	$ 8.97	$ 14.72
1.02	1.06	.76	1.07	.78	.99	.83	.74	.83	1.20	1.19
1.11	.76	1.18	.99	1.89	1.16	.89	1.77	.79	.94	1.52
2.43	2.26	2.22	3.04	1.77	1.96	2.42	1.64	2.50	2.24	3.42
$ 10.14	$ 11.08	$ 6.64	$ 10.37	$ 7.92	$ 9.32	$ 12.80	$ 6.35	$ 9.50	$ 12.58	$ 18.51

Exhibit A-10
Full-Menu Tableservice Employee Information*

	Full-Time Equivalent Employees			Amount Per Full-Time Equivalent Employee		
	Total	Per 100 Restaurant Seats	Per 100 Average Daily Covers	Total Sales	Total Payroll	Index of Productivity
All Restaurants	33.0	15.7	13.4	$28,000	$8,652	3.10
Type of Establishments						
Food Only	26.5	19.2	6.1	21,807	6,835	3.10
Food and Beverage	34.5	15.3	14.7	29,169	9,013	3.10
Profit Versus Loss						
Net Profit	33.6	18.3	12.7	28,604	8,350	3.29
Net Loss	30.5	13.4	16.0	26,653	8,853	2.93
Location						
Urban	35.0	16.5	12.9	30,173	9,420	3.02
Suburban	38.4	16.6	14.2	27,963	8,350	3.15
Rural	24.0	13.5	12.7	23,646	8,093	3.12
Menu Theme						
Steak/Seafood	33.6	14.9	15.7	29,176	8,274	3.35
American	33.8	15.7	11.7	25,256	8,351	3.03
Continental***	36.3	13.5	21.6	30,063	9,881	2.82
Italian	24.5	15.4	15.5	30,078	9,338	2.95
Sandwiches/Hamburgers****	47.0	23.0	10.1	32,940	9,310	3.55
Regional	27.3	14.8	7.9	25,373	9,163	2.96
Ethnic*****	22.5	16.5	10.7	28,956	8,850	3.22
Region						
Northeast	32.0	16.8	15.0	29,268	8,582	3.24
North Central	31.6	12.7	11.4	24,834	8,309	3.04
South	33.8	15.1	14.1	28,130	8,481	3.20
West	38.5	20.0	13.2	30,000	10,155	2.94
Sales Volume						
Under $500,000	14.3	11.0	11.7	21,442	7,084	3.07
$500,000 to $999,999	27.4	14.8	12.7	25,816	8,492	3.10
$1,000,000 to $1,999,999	46.0	19.0	13.3	29,734	9,741	3.05
$2,000,000 and Over	81.3	22.4	16.7	35,266	10,249	3.29
Affiliation						
Single Unit—Independent	30.0	15.5	14.7	27,559	8,557	3.10
Multi-Unit—Company Operated	43.8	18.5	12.6	28,749	8,718	3.13
Multi-Unit Franchise Operated	52.0	16.5	10.7	29,268	10,396	3.05
Ownership						
Sole Proprietorship	22.8	13.2	14.7	28,140	7,740	3.33
Partnership	37.5	13.2	12.4	26,490	8,984	3.10
Public Corporation	67.5	19.7	13.0	26,894	8,518	3.07
Private Corporation	34.5%	16.8%	13.6%	$28,544	$8,969	3.10

*All amounts are medians.

***Continental includes French.

****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

*****Ethnic includes German, Mexican, Oriental, Irish and International.

Exhibit A-11
Full-Menu Tableservice
Statement of Income and Expenses—All Restaurants*

	All Restaurants					
	Amount Per Seat			Ratio to Sales		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$1,919	$3,492	$5,445	70.7%	78.7%	90.5%
Beverage	445	921	1,789	16.4	24.3	31.0
Total Sales	2,530	4,333	7,036	100.0	100.0	100.0
Cost of Sales						
Food	682	1,244	2,031	33.4	37.0	40.7
Beverage	113	245	473	22.9	26.7	32.4
Total Cost of Sales	875	1,518	2,447	31.7	34.9	38.5
Gross Profit	1,542	2,845	4,494	61.5	65.1	68.3
Other Income	12	42	122	0.3	0.8	3.2
Total Income	1,650	2,940	4,634	62.5	66.3	69.9
Controllable Expenses						
Payroll	722	1,247	1,947	24.8	29.2	34.3
Employee Benefits	63	146	305	2.0	4.0	6.1
Direct Operating Expenses	130	261	474	4.1	6.1	8.5
Music and Entertainment	6	34	84	0.2	0.9	2.5
Advertising and Promotion	32	84	161	1.0	1.9	3.4
Utilities	101	157	233	2.5	3.4	4.4
Administrative and General	63	172	410	2.0	4.0	7.2
Repairs and Maintenance	39	77	138	1.1	1.7	2.5
Total Controllable Expenses	1,289	2,265	3,579	44.8	51.2	58.0
Income Before Occupation Costs	260	621	1,158	8.8	14.1	20.9
Occupation Costs						
Rent	137	230	404	3.0	5.0	6.9
Property Taxes	15	28	52	0.3	0.6	1.1
Other Taxes	9	29	103	0.2	0.7	3.1
Property Insurance	38	63	111	0.9	1.6	2.6
Total Occupation Costs	149	300	548	4.3	6.6	9.5
Income Before Interest and Depreciation	63	326	676	2.6	6.9	13.1
Interest	15	50	120	0.3	1.2	2.5
Depreciation	67	146	251	1.8	3.0	4.6
Restaurant Profit	$ (48)	$ 137	$ 482	(1.7)%	3.2%	9.2%

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

Exhibit A-12

Full-Menu Tableservice

Statement of Income and Expenses—Amount Per Seat

	Type of Establishment					
	Food Only			Food and Beverage		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$2,637	$4,157	$6,807	$1,805	$3.389	$5,265
Beverage	N/A	N/A	N/A	445	921	1,792
Total Sales	2,637	4,157	6,807	2,500	4,438	7,051
Cost of Sales						
Food	1,083	1,454	2,372	676	1,203	1,997
Beverage	N/A	N/A	N/A	113	245	473
Total Cost of Sales	1,083	1,454	2,372	822	1,527	2,458
Gross Profit	1,584	2,670	4,313	1,526	2,850	4,525
Other Income	10	19	60	14	43	131
Total Income	1,683	2,710	4,361	1,643	2,998	4,670
Controllable Expenses						
Payroll	672	1,280	1,831	719	1,247	1,982
Employee Benefits	60	195	325	64	142	301
Direct Operating Expenses	93	192	302	132	280	505
Music and Entertainment	2	5	9	7	36	96
Advertising and Promotion	16	37	76	38	95	171
Utilities	109	187	275	98	154	230
Administrative and General	58	128	210	65	192	456
Repairs and Maintenance	42	66	100	38	79	144
Total Controllable Expenses	1,212	1,984	3,174	1,286	2,286	3,646
Income Before Occupation Costs	291	668	1,147	248	607	1,158
Occupation Costs						
Rent	137	205	310	135	237	430
Property Taxes	14	29	62	15	27	50
Other Taxes	13	31	93	8	29	108
Property Insurance	26	44	63	40	71	119
Total Occupation Costs	84	263	426	161	305	577
Income Before Interest and Depreciation	110	409	927	58	314	661
Interest	16	42	91	13	50	123
Depreciation	59	125	227	68	149	254
Restaurant Profit	$ 55	$ 233	$ 578	$ (62)	$ 111	$ 466

N/A—Not applicable.

Exhibit A-13
Full-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales*

	Type of Establishment					
	Food Only			Food and Beverage		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	100.0%	100.0%	100.0%	69.4%	75.9%	84.2%
Beverage	N/A	N/A	N/A	16.5	24.3	30.7
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales						
Food	31.7	33.6	39.5	33.8	37.4	40.8
Beverage	N/A	N/A	N/A	22.9	26.7	32.4
Total Cost of Sales	32.0	35.0	40.0	31.7	34.8	38.5
Gross Profit	60.0	65.0	68.0	61.6	65.2	68.3
Other Income	0.2	0.4	1.6	0.3	0.9	3.5
Total Income	61.1	65.7	68.5	62.8	66.5	70.1
Controllable Expenses						
Payroll	25.7	29.6	33.9	24.5	29.0	34.4
Employee Benefits	1.8	3.9	5.7	2.0	4.0	6.3
Direct Operating Expenses	3.0	4.3	6.7	4.5	6.3	8.6
Music and Entertainment	N	0.1	0.3	0.2	1.0	2.6
Advertising and Promotion	0.5	1.0	1.7	1.1	2.1	3.6
Utilities	3.3	4.2	5.7	2.4	3.3	4.2
Administrative and General	1.6	2.6	4.5	2.2	4.4	7.8
Repairs and Maintenance	1.1	1.4	2.5	1.1	1.7	2.5
Total Controllable Expenses	43.1	47.4	54.6	45.2	51.8	58.4
Income Before Occupation Costs	10.3	14.9	21.5	8.3	14.0	20.7
Occupation Costs						
Rent	2.3	4.0	6.1	3.1	5.1	7.2
Property Taxes	0.3	0.6	1.1	0.3	0.6	1.1
Other Taxes	0.2	0.8	4.2	0.2	0.7	2.9
Property Insurance	0.6	0.9	1.5	1.0	1.7	2.7
Total Occupation Costs	3.1	5.5	8.5	4.4	6.9	9.7
Income Before Interest and Depreciation	4.5	9.0	16.7	2.1	6.4	12.5
Interest	0.3	1.1	2.0	0.3	1.2	2.7
Depreciation	1.4	3.0	4.3	1.8	3.0	4.7
Restaurant Profit	2.2%	5.7%	11.9%	(2.2)%	2.6%	8.7%

N/A—Not applicable.

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

Exhibit A-14
Full-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Years In Business								
	Under 5 Years			5 to 10 Years			Over 10 Years		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	$1,992	$3,349	$5,168	$2,694	$4,297	$6,361	$1,573	$3,209	$5,211
Beverage	435	1,052	1,879	613	1,170	2,338	386	820	1,490
Total Sales	2,650	4,321	6,476	3,494	5,716	8,089	1,948	4,033	6,726
Cost of Sales									
Food	779	1,160	1,980	1,013	1,562	2,315	574	1,144	2,008
Beverage	118	260	490	147	352	622	98	215	435
Total Cost of Sales	926	1,443	2,445	1,239	1,895	2,700	714	1,361	2,414
Gross Profit	1,705	2,874	4,357	2,145	3,599	5,426	1,212	2.554	4,216
Other Income	19	42	113	10	24	86	13	51	137
Total Income	1,811	2,907	4,432	2,190	3,650	5,530	1,356	2,684	4,419
Controllable Expenses									
Payroll	746	1,204	1,869	934	1,515	2,332	640	1,136	1,891
Employee Benefits	38	154	307	73	194	350	69	138	260
Direct Operating Expenses	143	318	623	152	283	486	106	225	430
Music and Entertainment	8	30	78	6	30	100	6	36	84
Advertising and Promotion	32	105	210	39	88	183	29	76	144
Utilities	98	157	212	118	171	267	90	154	231
Administrative and General	57	172	463	122	192	473	59	167	351
Repairs and Maintenance	36	70	121	50	83	164	35	80	137
Total Controllable Expenses	1,421	2,240	3,627	1,628	2,651	3,998	1,118	2,093	3,482
Income Before Occupation Costs	243	592	1,026	498	910	1,547	231	562	1,076
Occupation Costs									
Rent	154	257	445	143	238	401	106	216	399
Property Taxes	13	25	37	14	29	59	15	28	53
Other Taxes	7	29	132	9	21	76	10	31	103
Property Insurance	34	60	106	41	71	106	38	62	116
Total Occupation Costs	186	332	610	187	280	574	118	288	532
Income Before Interest and Depreciation	(60)	255	604	176	471	1,066	70	292	610
Interest	17	67	153	18	59	124	12	38	94
Depreciation	82	181	265	83	159	296	58	114	222
Restaurant Profit	$ (232)	$ 19	$ 351	$ 42	$ 275	$ 743	$ (41)	$ 133	$ 440

Location								
Urban			Suburban			Rural		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$2,160	$3,795	$5,595	$1,850	$3,556	$6,028	$1,466	$3,078	$4,642
524	1,107	2,164	543	1,025	1,773	234	480	996
2,888	4,834	7,564	2,590	4,657	7,297	1,857	3,434	5,659
807	1,366	2,096	700	1,272	2,318	580	1,127	1,747
138	291	554	132	268	456	67	139	292
997	1,657	2,614	944	1,666	2,581	690	1,248	2,036
1,866	3,089	5,292	1,631	3,008	4,778	1,142	2,096	3,590
14	42	133	16	44	127	7	29	91
1,947	3,200	5,434	1,842	3,116	4,859	1,168	2,136	3,751
811	1,356	2,247	779	1,313	2,018	562	955	1,537
81	177	374	55	146	321	41	94	207
140	321	521	163	287	537	62	168	310
7	36	109	7	40	110	5	18	61
36	101	209	45	94	167	22	45	110
109	171	249	109	159	248	83	129	213
70	256	498	74	168	375	48	125	254
47	81	158	46	83	144	32	62	112
1,512	2,590	4,088	1,479	2,320	3,585	967	1,809	2,723
309	703	1,270	326	715	1,259	174	418	849
151	241	443	142	248	432	76	171	299
14	26	48	18	33	68	11	23	38
11	32	122	8	21	109	10	33	91
34	67	117	41	64	102	40	63	117
191	306	567	181	325	588	105	200	436
73	408	733	94	350	732	46	203	485
12	58	136	16	48	115	15	49	85
64	159	277	76	159	270	58	100	174
$ (41)	$ 168	$ 551	$ (49)	$ 163	$ 526	$ (77)	$ 87	$ 337

Exhibit A-15
Full-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales*

	Years in Business								
	Under 5 Years			5 to 10 Years			Over 10 Years		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	69.7%	77.0%	89.5%	70.2%	78.5%	90.0%	71.3%	79.9%	91.8%
Beverage	16.8	24.8	31.3	17.4	24.9	32.7	16.0	24.1	30.5
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales									
Food	33.9	37.4	40.5	32.4	35.5	39.6	33.5	37.2	41.5
Beverage	23.5	27.8	33.0	22.8	26.9	31.9	22.8	26.4	32.3
Total Cost of Sales	31.7	34.4	37.5	31.7	34.1	37.5	31.8	35.4	39.7
Gross Profit	62.5	65.6	68.3	62.5	65.9	68.3	60.3	64.6	68.2
Other Income	0.4	0.7	3.6	0.2	0.4	1.2	0.3	1.3	4.2
Total Income	63.0	66.4	70.1	63.3	66.6	69.3	61.6	66.2	70.2
Controllable Expenses									
Payroll	23.1	28.4	33.5	23.9	26.8	31.6	25.6	30.3	35.4
Employee Benefits	1.4	3.5	6.0	1.9	4.2	6.0	2.0	4.0	6.4
Direct Operating Expenses	4.8	7.1	11.2	3.7	5.7	7.0	4.0	6.1	8.2
Music and Entertainment	0.2	0.9	2.6	0.1	0.7	2.0	0.2	1.0	2.7
Advertising and Promotion	1.1	2.4	4.2	0.9	1.9	3.5	1.0	1.7	3.0
Utilities	2.5	3.4	4.3	2.3	3.3	4.1	2.6	3.5	4.7
Administrative and General	1.8	4.2	7.2	2.5	4.0	7.2	1.9	4.0	7.5
Repairs and Maintenance	1.0	1.5	2.2	1.0	1.6	2.4	1.2	1.9	2.6
Total Controllable Expenses	45.3	51.5	59.0	43.0	49.0	53.6	45.2	52.0	58.2
Income Before Occupation Costs	7.3	14.6	21.9	10.7	16.1	24.3	8.7	13.4	19.5
Occupation Costs									
Rent	3.5	6.0	8.6	2.9	4.8	6.4	2.6	4.7	6.4
Property Taxes	0.3	0.6	1.1	0.2	0.6	1.0	0.3	0.6	1.1
Other Taxes	0.2	0.7	3.2	0.2	0.4	1.9	0.3	1.0	3.3
Property Insurance	0.8	1.6	2.5	0.8	1.4	2.1	1.0	1.6	2.7
Total Occupation Costs	5.5	7.5	11.3	3.5	6.0	8.8	4.2	6.5	9.3
Income Before Interest and Depreciation	(1.6)	5.5	12.7	4.4	9.3	16.7	2.9	6.6	12.1
Interest	0.4	1.7	3.6	0.4	1.2	2.2	0.3	1.1	2.4
Depreciation	2.3	3.5	5.7	1.8	3.0	4.4	1.6	2.8	4.1
Restaurant Profit	(7.0)%	0.6%	6.8%	0.7%	5.5%	11.3%	(1.0)%	3.4%	9.0%

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

Location								
Urban			Suburban			Rural		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
70.1%	76.8%	87.0%	67.4%	75.8%	88.8%	76.8%	87.6%	100.0%
17.1	24.8	30.7	18.5	26.4	33.9	10.8	18.7	26.8
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
32.7	35.7	40.1	33.5	37.4	41.0	34.5	38.3	41.6
22.6	26.2	31.8	22.4	26.2	31.6	25.0	29.4	34.0
30.8	33.7	37.5	32.0	34.7	38.2	34.2	36.8	40.3
62.5	66.3	69.2	61.8	65.3	68.0	59.8	63.2	65.8
0.3	0.8	3.3	0.3	0.9	3.4	0.2	0.7	3.0
63.4	67.4	70.7	63.2	66.8	69.8	61.1	64.2	68.0
24.1	29.5	35.5	24.7	28.3	32.3	25.5	30.0	35.7
2.4	4.2	6.6	1.7	3.9	6.1	1.2	3.6	5.4
4.2	6.1	8.6	4.2	6.3	9.5	3.7	5.6	7.4
0.2	1.0	2.8	0.2	1.1	2.7	0.2	0.6	1.8
1.1	2.1	3.5	1.1	2.1	3.6	0.6	1.3	2.7
2.4	3.2	4.2	2.5	3.4	4.3	2.3	3.7	5.0
2.0	4.5	8.0	2.2	3.7	6.9	1.9	3.9	7.5
1.1	1.7	2.5	1.1	1.6	2.4	1.2	1.7	2.8
45.1	51.9	58.4	44.7	50.3	57.3	43.6	51.1	58.4
8.7	14.5	21.3	9.9	15.0	20.8	7.0	12.1	20.6
3.0	4.9	6.7	3.7	5.2	7.3	2.4	4.2	6.2
0.3	0.6	1.0	0.3	0.7	1.1	0.3	0.6	1.1
0.2	0.6	2.5	0.2	0.4	2.7	0.4	1.2	4.0
0.8	1.5	2.3	0.8	1.4	2.3	1.1	2.0	3.6
4.4	6.3	9.0	4.4	7.3	9.7	3.9	6.3	9.8
2.9	7.3	13.3	3.1	7.1	13.1	1.4	5.9	13.0
0.3	1.3	2.5	0.3	1.1	2.4	0.4	1.4	2.9
1.7	3.0	4.7	1.8	3.0	4.8	1.8	3.1	4.3
(1.2)%	3.1%	9.9%	(1.1)%	3.6%	9.2%	(2.8)%	2.6%	8.2%

Exhibit A-16
Full-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Affiliation								
	Single Unit Independent			Multi-Unit Company Operated			Multi-Unit Franchisee Operated		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	$2,049	$3,393	$5,252	$2,002	$4,236	$6,920	$1,341	$3,505	$5,372
Beverage	447	953	1,722	460	960	2,178	398	1,091	1,552
Total Sales	2,587	4,223	6,890	2,729	5,273	8,573	2,175	5,322	7,315
Cost of Sales									
Food	764	1,245	2,035	779	1,493	2,348	391	1,172	1,797
Beverage	129	263	487	106	237	543	77	224	350
Total Cost of Sales	939	1,518	2,455	949	1,845	2,760	572	1,659	2,275
Gross Profit	1,573	2,691	4,320	1,915	3,432	5,640	1,603	3,533	5,050
Other Income	12	43	122	10	28	111	19	37	178
Total Income	1,700	2,803	4,421	2,079	3,488	5,645	1,646	3,737	5,099
Controllable Expenses									
Payroll	745	1,209	1,929	846	1,493	2,281	628	1,341	1,959
Employee Benefits	51	131	264	99	224	482	124	182	333
Direct Operating Expenses	128	246	447	156	318	667	224	334	486
Music and Entertainment	6	35	95	6	21	74	5	37	97
Advertising and Promotion	32	81	157	38	96	189	58	192	276
Utilities	97	147	218	129	199	277	125	167	291
Administrative and General	60	163	359	94	220	520	83	221	365
Repairs and Maintenance	37	73	132	44	94	177	74	89	117
Total Controllable Expenses	1,286	2,170	3,384	1,543	2,733	4,102	1,862	3,116	3,679
Income Before Occupation Costs	267	593	1,053	328	899	1,563	336	965	1,661
Occupation Costs									
Rent	117	206	372	186	297	497	244	343	471
Property Taxes	13	24	44	21	34	69	29	48	75
Other Taxes	10	33	103	7	23	126	**	**	**
Property Insurance	39	67	114	37	62	110	51	75	94
Total Occupation Costs	130	269	514	263	427	685	293	483	582
Income Before Interest and Depreciation	70	301	616	205	469	1,001	(156)	518	1,100
Interest	17	50	118	6	46	119	8	47	141
Depreciation	64	136	231	95	188	321	76	128	325
Restaurant Profit	$ (57)	$ 104	$ 372	$ (29)	$ 289	$ 827	$ (170)	$ 362	$ 796

**Insufficient data.

Sales Volume ($000)											
Under $500			$500 to $999			$1,000 to $1,999			$2,000 and Over		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$ 889	$1,980	$3,333	$1,951	$3,347	$4,478	$2,497	$4,598	$6,711	$3,511	$5,548	$ 7,684
197	358	698	381	782	1,293	630	1,168	2,530	1,064	1,644	2,849
1,195	2,498	3,713	2,572	4,148	5,673	3,385	5,952	8,851	5,337	7,469	10,951
355	674	1,156	730	1,181	1,656	879	1,674	2,455	1,234	2,035	2,933
48	96	192	103	226	387	139	296	611	233	419	690
451	887	1,338	938	1,47	2,066	1,126	2,100	3,179	1,677	2,549	3,525
701	1,448	2,408	1,524	2,668	3,626	2,076	3,863	5,615	3,411	4,845	7,154
7	34	111	13	41	116	11	33	91	20	70	188
709	1,572	2,457	1,687	2,689	3,705	2,238	3,947	5,656	3,728	4,980	7,434
402	690	1,035	743	1,130	1,644	962	1,653	2,454	1,303	1,948	2,914
28	70	124	61	122	244	102	182	380	138	314	640
53	140	234	123	250	371	172	289	490	314	509	844
4	11	48	7	30	65	6	40	101	13	62	155
20	43	84	31	83	144	47	111	207	89	158	261
65	113	170	104	153	206	111	188	286	144	214	287
30	79	159	47	128	261	146	259	472	212	483	703
23	43	78	37	63	100	63	103	174	98	149	249
681	1,233	1,859	1,322	2,042	2,869	1,913	2,876	4,568	2,786	3,746	5,630
79	307	656	258	570	971	361	771	1,526	704	1,251	2,109
84	167	254	134	205	329	162	256	456	235	453	737
10	21	36	12	25	42	17	34	63	20	37	83
9	40	99	8	21	78	8	21	81	12	59	217
27	50	80	39	62	108	40	69	111	53	111	164
76	183	357	158	274	480	194	314	581	339	535	873
(15)	124	350	53	300	609	105	400	948	371	665	1,378
12	35	106	14	49	110	13	47	113	25	93	186
49	82	153	56	125	212	77	167	304	160	259	399
$ (81)	$ 22	$ 203	$ (45)	$ 137	$ 408	$ (58)	$ 199	$ 603	$ 59	$ 375	$ 899

Exhibit A-17

Full-Menu Tableservice

Statement of Income and Expenses—Ratio to Total Sales*

	Affiliation								
	Single Unit Independent			Multi-Unit Company Operated			Multi-Unit Franchisee Operated		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	70.5%	78.5%	89.6%	71.2%	81.1%	97.2%	68.4%	75.2%	85.5%
Beverage	16.6	24.2	30.7	12.5	23.8	31.4	19.1	26.3	32.5
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales									
Food	34.0	38.1	42.4	32.8	35.5	38.5	30.1	33.2	38.0
Beverage	24.3	28.4	33.8	21.5	24.9	30.0	18.5	22.5	24.2
Total Cost of Sales	32.5	36.0	39.8	31.1	33.3	36.1	27.3	31.8	33.6
Gross Profit	60.2	64.0	67.5	64.0	66.7	68.9	66.4	68.2	72.7
Other Income	0.3	0.9	3.1	0.2	0.6	2.1	0.3	0.9	4.3
Total Income	61.5	65.5	69.1	64.2	67.0	70.1	67.2	70.3	73.2
Controllable Expenses									
Payroll	25.0	29.5	34.3	23.9	26.8	33.6	23.1	27.9	34.4
Employee Benefits	1.5	3.4	5.5	3.2	5.4	8.8	3.2	4.6	8.5
Direct Operating Expenses	4.0	5.7	8.0	4.1	6.6	9.5	5.3	7.0	11.1
Music and Entertainment	0.2	0.9	2.4	0.1	0.7	1.7	0.1	1.4	3.5
Advertising and Promotion	1.0	1.9	3.4	0.8	1.8	3.2	1.3	3.5	4.7
Utilities	2.6	3.4	4.4	2.3	3.3	4.4	2.4	2.8	3.6
Administrative and General	2.0	4.1	7.2	2.0	3.6	7.2	1.9	4.5	5.4
Repairs and Maintenance	1.1	1.7	2.5	1.1	1.6	2.3	1.1	1.6	2.1
Total Controllable Expenses	44.4	51.1	57.7	44.4	50.2	56.5	44.5	51.7	61.3
Income Before Occupation Costs	8.5	13.7	19.9	11.4	17.4	23.0	9.9	19.6	24.3
Occupation Costs									
Rent	2.8	4.6	6.7	3.7	5.8	7.1	3.2	5.2	8.0
Property Taxes	0.3	0.6	1.0	0.3	0.6	1.1	0.4	0.7	1.4
Other Taxes	0.2	0.8	3.2	0.1	0.4	2.0	**	**	**
Property Insurance	1.0	1.7	2.7	0.6	1.2	1.8	0.7	1.1	1.7
Total Occupation Costs	3.9	6.5	9.4	5.2	7.1	10.7	4.3	7.0	9.7
Income Before Interest and Depreciation	2.6	6.5	12.3	4.5	9.1	15.5	(2.4)	6.2	15.6
Interest	0.4	1.3	2.5	0.2	1.0	2.5	0.1	0.5	2.5
Depreciation	1.9	3.0	4.6	1.6	3.0	4.6	1.3	2.1	4.0
Restaurant Profit	(1.9)%	2.4%	8.2%	(0.4)%	6.3%	11.7%	(2.7)%	4.8%	11.1%

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

**Insufficient data.

Sales Volume ($000)											
Under $500			$500 to $999			$1,000 to $1,999			$2,000 and Over		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
74.4%	87.7%	100.0%	71.9%	80.2%	93.4%	68.4%	75.0%	84.8%	70.6%	75.0%	81.5%
11.3	20.4	31.0	14.0	22.0	29.8	18.5	26.0	32.7	19.0	25.0	29.5
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
33.8	38.5	43.3	34.2	37.3	40.6	33.0	36.9	41.4	32.1	35.3	38.9
25.2	29.6	38.7	24.8	29.2	33.1	21.9	25.5	31.6	21.4	24.4	26.7
32.9	37.3	41.2	32.7	35.7	38.5	31.7	33.8	37.8	29.7	32.3	36.0
58.8	62.7	67.1	61.5	64.3	67.3	62.1	66.2	68.3	64.0	67.7	70.3
0.3	1.4	4.7	0.3	0.9	3.3	0.2	0.6	1.9	0.3	0.9	3.6
60.4	64.1	68.8	62.1	65.4	69.0	63.4	67.1	69.8	65.4	68.5	72.8
25.5	30.8	35.8	25.6	29.9	34.2	24.9	29.3	33.9	22.3	26.0	31.3
1.3	3.1	5.0	1.7	3.9	5.7	2.4	4.2	6.4	2.5	4.7	7.9
3.7	5.7	8.4	4.2	6.1	8.5	3.8	5.9	8.0	5.2	6.8	9.5
0.2	0.5	3.2	0.2	0.8	2.5	0.1	1.0	2.9	0.3	1.2	2.4
1.0	1.7	3.1	0.9	1.9	3.4	1.0	2.1	3.5	1.1	2.1	3.6
3.2	4.2	5.8	2.8	3.6	4.5	2.4	3.1	4.1	2.0	2.6	3.4
1.6	3.2	5.9	1.5	3.2	6.9	2.5	4.5	8.2	2.8	4.9	8.2
1.1	1.7	2.5	1.1	1.5	2.3	1.2	1.8	2.6	1.4	1.9	2.7
43.9	51.0	59.2	44.7	51.4	57.0	45.1	52.1	58.1	45.7	50.0	56.5
6.6	13.9	21.4	9.0	13.5	20.3	8.7	13.8	20.5	11.2	16.4	22.4
2.7	5.3	8.0	3.1	4.9	6.5	2.9	4.6	6.2	3.4	5.4	7.6
0.4	0.8	1.5	0.2	0.6	1.0	0.3	0.6	1.0	0.3	0.6	1.0
0.5	2.4	4.6	0.2	0.5	2.9	0.2	0.3	1.2	0.2	0.7	2.6
1.2	2.1	3.3	1.0	1.6	2.6	0.7	1.2	1.8	0.7	1.5	2.3
4.3	7.3	12.0	4.6	6.7	9.2	3.6	6.2	8.0	4.5	7.1	10.0
(0.7)	5.5	12.6	2.2	6.9	13.1	3.1	6.6	13.4	5.5	8.6	13.7
0.5	1.3	3.4	0.4	1.3	2.2	0.3	1.0	2.4	0.3	1.3	2.5
1.8	3.3	5.5	1.7	2.8	4.6	1.7	2.9	4.3	2.1	3.0	4.0
(4.3)%	0.9%	7.4%	(1.1)%	3.3%	9.4%	(1.8)%	3.2%	9.5%	0.8%	5.1%	10.6%

Exhibit A-18
Full-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Region					
	Northeast			North Central		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$2,152	$3,489	$5,757	$1,449	$2,770	$4,691
Beverage	583	1,221	2,210	338	649	1,342
Total Sales	2,840	4,704	7,047	1,924	3,333	5,734
Cost of Sales						
Food	798	1,302	2,028	535	1,048	1,729
Beverage	150	319	521	90	157	343
Total Cost of Sales	1,029	1,666	2,497	700	1,141	2,031
Gross Profit	1,827	2,974	4,520	1,199	2,167	3,818
Other Income	8	35	108	13	36	103
Total Income	1,831	3,127	4,637	1,284	2,252	3,871
Controllable Expenses						
Payroll	738	1,189	1,887	585	961	1,679
Employee Benefits	66	134	282	61	123	213
Direct Operating Expenses	143	293	541	94	199	370
Music and Entertainment	9	55	106	7	31	76
Advertising and Promotion	41	94	166	23	60	130
Utilities	88	146	232	82	140	224
Administrative and General	75	168	473	48	129	248
Repairs and Maintenance	37	72	122	34	63	95
Total Controllable Expenses	1,349	2,354	3,571	1,028	1,704	2,978
Income Before Occupation Costs	271	700	1,041	212	489	961
Occupation Costs						
Rent	129	223	358	119	200	357
Property Taxes	17	33	64	14	24	41
Other Taxes	7	22	138	8	37	94
Property Insurance	41	84	125	33	54	83
Total Occupation Costs	165	303	586	92	238	431
Income Before Interest and Depreciation	86	342	603	49	235	522
Interest	17	47	104	17	41	107
Depreciation	65	154	229	56	96	185
Restaurant Profit	$ (49)	$ 119	$ 357	$ (44)	$ 81	$ 347

Region					
South			West		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$1,950	$3,391	$5,219	$2,804	$4,445	$7,127
395	920	1,586	491	1,099	2,464
2,207	4,265	6,695	3,434	5,659	9,175
673	1,201	2,040	979	1,484	2,364
97	241	444	127	291	607
732	1,496	2,366	1,239	1,880	2,898
1,394	2,779	4,368	2,270	3,691	6,179
13	43	127	14	52	154
1,550	2,893	4,451	2,352	3,826	6,238
691	1,192	1,947	1,130	1,616	2,810
40	148	305	105	236	485
124	261	488	158	325	536
6	30	84	6	32	94
32	98	179	32	79	152
109	159	248	119	178	264
75	210	456	83	235	581
34	78	138	57	111	188
1,223	2,250	3,647	1,759	3,001	5,006
232	581	1,187	377	764	1,738
109	212	372	178	335	601
15	29	58	12	24	44
11	31	110	9	23	76
34	61	128	43	74	116
160	282	527	213	403	727
62	289	703	108	429	1,242
12	57	136	10	54	165
73	160	279	83	165	330
$ (72)	$ 144	$ 515	$ (56)	$ 237	$ 848

Exhibit A-19
Full-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales*

	Region					
	Northeast			North Central		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	67.8%	75.0%	82.0%	72.3%	80.4%	100.0%
Beverage	19.9	25.5	33.6	17.7	24.8	29.3
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales						
Food	35.0	39.0	42.0	33.4	37.1	40.0
Beverage	23.0	27.9	33.3	22.6	26.5	30.5
Total Cost of Sales	32.8	35.7	40.0	32.3	35.5	38.6
Gross Profit	60.0	64.3	67.2	61.4	64.5	67.7
Other Income	0.2	0.8	3.0	0.3	0.9	3.7
Total Income	61.1	64.9	69.9	62.5	65.4	69.6
Controllable Expenses						
Payroll	23.6	27.7	32.4	25.9	30.4	35.2
Employee Benefits	1.6	3.8	5.5	1.8	3.9	5.6
Direct Operating Expenses	4.3	6.0	9.2	4.1	5.9	8.1
Music and Entertainment	0.2	1.0	2.3	0.2	1.6	3.0
Advertising and Promotion	1.2	2.2	3.5	1.0	1.7	3.2
Utilities	2.5	3.3	4.2	3.0	3.8	5.3
Administrative and General	2.1	4.6	8.1	1.5	3.4	7.0
Repairs and Maintenance	1.0	1.5	2.4	1.1	1.7	2.5
Total Controllable Expenses	44.8	50.1	58.0	45.2	51.2	56.0
Income Before Occupation Costs	9.3	13.8	19.5	9.7	14.7	20.7
Occupation Costs						
Rent	2.8	4.6	7.1	3.7	5.0	6.8
Property Taxes	0.4	0.7	1.3	0.4	0.7	1.1
Other Taxes	0.1	0.7	3.4	0.3	1.7	3.5
Property Insurance	1.1	1.8	3.1	0.9	1.6	2.4
Total Occupation Costs	4.4	7.1	9.8	4.3	7.0	9.7
Income Before Interest and Depreciation	3.5	6.2	11.6	2.4	6.5	13.0
Interest	0.4	1.1	2.5	0.4	1.2	2.8
Depreciation	1.8	2.8	4.6	1.7	3.0	4.7
Restaurant Profit	(1.2)%	2.6%	7.7%	(2.1)%	3.1%	8.7%

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

Region					
South			West		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
69.4%	80.0%	91.6%	70.8%	79.6%	88.3%
13.8	23.0	32.7	14.4	23.3	29.5
100.0	100.0	100.0	100.0	100.0	100.0
33.4	36.6	40.7	32.3	34.9	39.5
23.5	26.7	32.9	22.5	26.4	32.9
31.7	34.5	38.5	30.9	33.4	37.2
61.6	65.5	68.4	62.8	66.6	69.1
0.2	0.8	3.4	0.2	0.8	3.2
62.3	66.7	69.4	63.7	68.0	70.3
23.9	28.4	34.6	25.0	30.0	35.3
1.4	3.6	6.4	2.5	4.9	7.2
4.2	6.3	9.5	3.9	5.8	8.0
0.2	0.8	2.4	0.1	0.8	2.5
1.0	2.0	3.9	0.7	1.8	2.7
2.6	3.4	4.8	2.2	3.0	3.8
2.4	4.1	7.5	2.2	3.5	6.6
1.1	1.7	2.5	1.3	1.9	2.6
43.2	50.5	58.0	46.1	53.1	59.7
8.0	13.8	21.0	8.5	15.9	23.1
2.6	4.6	7.2	3.5	5.2	6.7
0.3	0.6	1.0	0.2	0.5	1.0
0.2	0.9	3.0	0.2	0.4	1.1
0.7	1.5	2.4	0.9	1.3	2.3
3.7	6.2	9.2	4.4	6.6	9.1
2.6	6.8	13.8	2.0	9.1	13.8
0.3	1.5	2.7	0.3	1.0	2.4
2.0	3.1	4.6	1.5	2.9	4.6
2.3%	3.0%	10.3%	(1.5)%	5.0%	10.8%

Exhibit A-20
Full-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Menu Theme								
	Steak/Seafood			American			Continental***		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	$1,521	$3,359	$5,226	$1,936	$3,553	$5,623	$1,568	$3,138	$4,687
Beverage	504	952	1,466	309	824	2,165	540	1,031	1,696
Total Sales	2,180	4,483	6,695	2,241	4,211	7,270	2,232	4,031	6,429
Cost of Sales									
Food	641	1,357	2,148	682	1,281	2,110	553	1,039	1,719
Beverage	135	263	412	87	212	509	122	245	536
Total Cost of Sales	829	1,674	2,497	819	1,471	2,418	701	1,273	2,432
Gross Profit	1,285	2,625	4,218	1,497	2,783	4,587	1,546	2,700	4,381
Other Income	14	43	75	16	48	135	20	71	188
Total Income	1,393	2,794	4,283	1,522	2,867	4,637	1,656	2,764	4,486
Controllable Expenses									
Payroll	673	1,099	1,752	656	1,286	2,130	665	1,041	2,016
Employee Benefits	37	103	213	74	130	312	95	171	308
Direct Operating Expenses	111	249	489	105	234	454	148	277	486
Music and Entertainment	5	39	109	6	33	77	16	42	101
Advertising and Promotion	35	80	157	31	80	158	26	93	169
Utilities	93	147	212	100	148	235	90	154	252
Administrative and General	63	187	424	61	148	359	63	212	569
Repairs and Maintenance	34	70	128	36	80	155	41	88	151
Total Controllable Expenses	1,072	2,142	3,238	1,286	2,305	3,625	1,228	2,077	3,813
Income Before Occupation Costs	233	544	1,120	242	583	1,131	142	650	1,029
Occupation Costs									
Rent	102	216	433	123	231	420	164	291	504
Property Taxes	12	25	44	16	31	69	15	36	59
Other Taxes	8	32	133	15	33	103	8	22	85
Property Insurance	41	76	125	32	65	115	43	70	134
Total Occupation Costs	136	292	568	118	304	559	185	329	685
Income Before Interest and Depreciation	52	271	654	76	285	608	(44)	301	604
Interest	14	59	150	12	34	122	18	64	147
Depreciation	57	145	256	62	129	247	73	167	294
Restaurant Profit	$ (94)	$ 70	$ 445	$ (36)	$ 116	$ 379	$ (197)	$ 51	$ 381

**Insufficient data.
***Continental includes French.
****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.
*****Ethnic includes German, Mexican, Oriental, Irish and International.

Menu Theme											
Italian			Sandwiches/Hamburgers****			Regional			Ethnic*****		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$2,200	$2,910	$4,400	$3,189	$4,945	$7,043	$1,439	$3,746	$7,606	$2,442	$3,476	$4,338
492	700	1,263	945	1,856	2,255	264	756	3,096	538	1,203	1,666
2,749	4,406	6,522	3,879	7,195	10,663	1,304	3,684	8,187	3,242	4,511	5,895
857	1,122	1,394	1,075	1,466	2,391	418	1,171	2,900	892	1,069	1,258
112	245	428	180	398	759	52	231	915	138	290	465
1,021	1,531	2,066	1,313	1,916	2,858	566	1,229	2,921	1,003	1,32[illegible]	1,816
1,811	2,901	4,494	2,483	5,424	7,951	893	2,325	5,657	2,180	3,049	4,320
5	23	50	4	14	133	8	41	71	17	42	116
1,840	2,925	4,522	2,495	5,461	7,989	901	2,325	5,729	2,183	3,085	4,395
836	1,153	1,965	1,186	1,658	2,432	561	1,147	2,338	876	1,244	1,816
30	126	282	67	390	551	105	174	464	38	108	209
130	247	376	204	320	518	41	240	552	161	290	520
3	9	53	2	7	70	**	27	**	3	9	132
77	106	169	28	93	194	17	64	189	48	87	240
112	140	210	171	240	289	57	131	242	138	179	197
60	158	300	**	948	**	41	193	359	41	152	263
36	69	114	137	187	206	31	55	91	53	71	106
1,529	2,102	3,491	2,112	3,829	5,722	728	2,291	4,682	1,531	2,365	2,893
407	662	969	642	1,530	2,073	207	372	1,001	399	833	1,516
146	192	274	199	452	714	72	158	347	128	245	339
15	28	55	**	**	**	17	26	35	10	17	37
5	45	88	**	16	**	**	39	**	4	30	144
39	51	89	**	**	**	34	82	146	39	57	102
145	250	447	195	494	704	48	166	397	134	301	470
162	383	621	419	1,126	1,414	28	157	477	129	402	903
15	50	110	**	**	**	4	22	109	12	57	134
66	98	186	75	169	261	65	118	273	76	172	337
$ 7	$ 131	$ 480	$ 251	$ 730	$1,268	$ (84)	$ 54	$ 231	$ (32)	$ 153	$ 606

Exhibit A-21

Full-Menu TableService

Statement of Income and Expenses—Ratio to Total Sales*

	Menu Theme								
	Steak/Seafood			American			Continental***		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	69.8%	77.0%	83.6%	71.4%	84.1%	99.0%	70.1%	74.6%	80.4%
Beverage	17.9	24.9	32.6	10.8	22.7	30.6	22.3	26.0	30.2
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales									
Food	37.0	40.0	44.2	34.0	37.5	41.0	33.0	35.6	38.9
Beverage	22.9	26.8	32.0	24.0	27.8	31.5	22.1	26.3	33.2
Total Cost of Sales	33.7	36.6	40.6	32.3	35.2	39.0	31.4	34.1	37.0
Gross Profit	59.4	63.4	66.3	61.0	64.8	67.7	63.0	65.9	68.6
Other Income	0.3	0.9	2.8	0.4	0.9	3.3	0.4	1.8	4.8
Total Income	60.3	64.2	67.6	62.1	66.1	69.8	63.9	67.4	72.7
Controllable Expenses									
Payroll	23.2	27.1	32.2	25.4	30.0	34.3	24.6	30.8	36.8
Employee Benefits	1.1	3.0	4.8	1.8	4.4	6.0	3.0	4.3	7.1
Direct Operating Expenses	4.0	6.0	8.9	4.3	5.8	8.1	5.3	7.7	11.2
Music and Entertainment	0.2	1.2	3.2	0.1	0.8	2.1	0.5	1.4	3.2
Advertising and Promotion	1.0	1.9	3.5	1.0	1.8	3.1	1.0	1.8	3.4
Utilities	2.3	3.2	4.1	2.7	3.5	4.6	2.5	3.3	4.5
Administrative and General	2.5	4.1	7.2	1.9	3.4	6.9	2.1	4.7	8.8
Repairs and Maintenance	1.1	1.6	2.2	1.2	1.9	2.6	1.0	1.7	3.1
Total Controllable Expenses	42.7	48.0	55.6	46.3	51.5	57.3	47.9	56.5	63.5
Income Before Occupation Costs	8.3	13.6	20.5	9.3	13.7	19.5	5.5	12.6	23.3
Occupation Costs									
Rent	2.8	4.9	7.2	2.6	5.0	7.1	4.0	5.6	8.5
Property Taxes	0.3	0.6	0.9	0.4	0.7	1.4	0.4	0.8	1.4
Other Taxes	0.2	0.9	3.2	0.3	1.0	3.5	0.2	0.6	2.1
Property Insurance	1.0	1.7	2.7	0.9	1.5	2.4	0.9	1.7	3.4
Total Occupation Costs	4.3	7.2	9.7	4.3	6.9	10.0	4.4	6.9	12.3
Income Before Interest and Depreciation	1.4	5.9	11.9	3.1	6.5	11.9	(1.2)	5.9	12.8
Interest	0.3	1.3	2.7	0.3	1.2	3.3	0.6	1.4	2.9
Depreciation	1.8	3.0	4.5	1.7	3.0	4.7	1.8	3.2	6.3
Restaurant Profit	(2.9)%	2.2%	8.2%	(1.0)%	3.4%	8.2%	(4.6)%	1.0%	8.3%

*All ratios are based on total sales except food and beverage costs, which are based on their respective sales.

**Insufficient response.

***Continental includes French.

****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

*****Ethnic includes German, Mexican, Oriental, Irish and International.

N—negligible.

Menu Theme											
Italian			Sandwiches/Hamburgers****			Regional			Ethnic*****		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
77.1%	81.1%	85.2%	63.1%	82.6%	94.5%	75.3%	89.6%	100.0%	69.9%	75.2%	88.0%
14.8	19.1	23.1	14.1	22.2	38.8	7.9	13.8	29.5	12.6	25.0	31.1
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
31.3	33.3	36.5	26.0	28.2	39.2	31.6	35.4	38.9	28.7	31.6	38.3
25.7	32.9	35.4	19.1	20.8	28.9	24.2	28.9	36.6	20.7	25.6	31.2
30.1	33.4	36.8	24.8	26.0	35.0	31.3	34.6	38.5	27.1	30.6	36.4
63.3	66.6	69.9	65.0	74.0	75.2	61.5	65.4	68.7	63.6	69.4	72.9
0.1	0.5	1.0	0.1	0.3	1.5	0.3	0.7	1.7	0.3	1.0	2.7
64.1	67.4	69.9	65.3	74.1	76.0	61.5	65.6	68.9	64.3	70.2	73.9
25.8	31.7	34.5	20.9	23.8	28.6	27.7	31.2	34.9	25.3	28.8	33.7
0.7	3.0	5.7	1.4	4.3	8.3	2.3	4.2	7.3	1.1	3.2	4.8
4.0	6.0	7.4	3.3	4.4	7.5	3.4	5.0	10.5	5.1	6.4	8.0
0.1	0.2	1.9	N	0.1	1.5	**	0.5	**	0.1	0.2	1.8
2.2	2.9	3.8	0.5	1.2	4.3	0.8	1.6	4.1	1.3	2.0	4.2
2.9	3.7	4.1	2.6	3.4	3.9	3.0	3.6	5.5	2.8	3.5	5.2
1.9	3.7	7.1	**	13.6	**	1.7	3.3	8.6	1.5	2.9	5.0
1.0	1.6	2.5	1.8	2.2	3.2	1.1	1.5	2.7	1.0	1.6	2.1
44.5	51.5	58.0	46.1	52.3	57.4	48.1	54.0	60.0	45.2	51.3	54.4
9.5	14.4	22.6	13.3	18.7	24.6	6.2	11.7	17.1	11.4	17.8	24.1
3.0	4.6	6.3	4.1	6.1	6.7	1.7	3.0	4.2	3.5	5.8	6.5
0.3	0.6	1.3	**	**	**	0.4	0.6	1.1	0.2	0.6	0.8
0.1	0.7	2.6	**	0.2	**	**	1.1	**	0.1	0.9	4.3
0.9	1.4	2.2	**	**	**	1.1	1.8	2.5	0.8	1.6	2.7
3.8	5.4	9.7	5.3	6.4	7.1	2.9	3.8	5.7	5.9	7.4	9.2
3.7	8.4	13.2	8.6	12.4	18.2	2.0	4.4	12.0	2.6	7.9	15.8
0.4	1.0	2.5	**	**	**	0.2	1.5	3.0	0.3	1.4	2.4
1.4	2.9	4.7	1.1	2.3	3.5	2.1	3.1	5.6	2.2	3.4	7.1
0.1%	3.3%	10.2%	4.5%	9.4%	15.8%	(0.9)%	2.3%	6.3%	(0.8)%	4.1%	11.5%

SECTION B—LIMITED-MENU TABLESERVICE

More than 65 percent of the limited-menu tableservice restaurants realized a net profit. The median restaurant profit for limited-menu establishments was $299 per seat while median total sales and cost of sales were $4,399 per seat and $1,629 per seat, respectively. As a percentage of total sales, restaurant profit at limited-menu tableservice restaurants was 5.4 percent in 1986, more than 5 percent less than that recorded at limited-menu no tableservice establishments.

Compared with single- and multi-unit independent establishments, sales per seat were highest, by far, at multi-unit franchised operations. Single-unit independent restaurants reported direct operating expenses that were substantially lower than multi-unit company operated or multi-unit franchisee operated establishments. Restaurant profit, as a percentage of total sales, was highest at multi-unit franchises (9.1 percent). It was lowest at single-unit independents.

Of all menu themes, restaurants that sold sandwiches and hamburgers recorded the highest median sales per seat: $5,247. However, restaurants offering menus with an American theme recorded the highest median restaurant profit per seat at $599. Cost of sales per seat were highest at American theme establishments as well.

Median sales per seat of $7,797 were experienced at restaurants in the Northeast region of the country. The Western region followed far behind with median sales of $4,517 per seat. Not surprisingly, restaurants in the Northeast had the highest median check size, $11.32, in the country. The median check size at limited-menu tableservice establishments in the West was $8.33. Total occupation costs, expressed as amounts per square foot, were also higher for establishments located in the Northeast.

Highlights

- The median check was $7.18, and the average daily seat turnover was 1.7.
- Establishments experiencing a net profit reported median total sales of $5,195 per seat, while those restaurants that experienced a net loss reported total sales of $4,361 per seat.
- In 1986, full menu restaurants experienced a median earnings ratio of 5.2 percent.
- Total sales per full-time equivalent employee were $28,812 with a productivity index of 3.59.
- Food sales were $4,072 per seat, while beverage sales accounted for $1,025 per seat.
- Median total sales were $178 per square foot—or $4,399 as an amount per seat.
- Restaurant profit was 5.4 percent in 1986.
- The median total cost of sales was $1,629 per seat, or 32.4 percent as a ratio to total sales.

Characteristics

- Over 60 percent of limited-menu tableservice restaurants are owned by a private corporation.
- Nearly 50 percent had a sales volume of $700,000 and over.
- Most were the sole occupant of the building with an average of 4,617 square feet of space.
- Operated as a single-unit, nonaffiliated limited-menu tableservice restaurant at a net profit.
- Basically located in urban and suburban areas serving lunch and dinner.
- Approximately one-third serve food only, while the remaining two-thirds serve both food and beverage.

Exhibit B-1

Composition of Participating Limited-Menu Tableservice Restaurants

Type of Establishment:	**Percentage of Respondents**
Food Only	36.3%
Food and Beverage	63.7
Years in Business:	
Under 5 Years	38.2%
5 to 10 Years	18.6
Over 10 Years	43.2
Region:†	
Northeast	11.8%
North Central	28.4
South	43.1
West	16.7
Location:	
Urban	45.1%
Suburban	36.3
Rural	13.7
Not Specified	4.9
Affiliation:	
Single Unit— Independent	47.1%
Multi-Unit Company Operated	29.4
Multi-Unit— Franchisee Operated	15.7
Not Specified	7.8
Meals Served:	
Breakfast and Lunch Only	3.9%
Lunch and Dinner Only	52.9
Dinner Only	14.7
All Meals	17.7
Open 24 Hours	3.9
Not Specified	6.9
Profit Versus Loss:	
Net Profit	65.7%
Net Loss	20.6
Not Specified	13.7

Lease Versus Own:	**Percentage of Respondents**
Own Land and Building	30.4%
Lease Land and Building	43.1
Lease Land and Own Building	7.9
Not Specified	18.6
Restaurant Located/Attached To:	
Hotel	8.8%
Shopping Center/Mall	18.6
Office Building	6.9
Transportation Center	
Club	2.0
Other	12.7
Sole Occupant	47.1
Not Specified	3.9
Ownership:	
Sole Proprietorship	12.7%
Partnership	16.7
Public Corporation	8.8
Private Corporation	61.8
Menu Theme:	
Steak/Seafood	14.7%
American	15.7
Sandwiches/Hamburgers***	13.7
All Others	35.3
Not Specified	20.6
Sales Volume:	
Under $350,000	21.6%
$350,000 to $699,999	29.4
$700,000 and Over	49.0

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli

†Regions

Northeast: CT, ME, MA, NH, NJ, PA, RI, VT.

North Central: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI.

South: AL, DC, DE, FL, GA, KY, LA, MD, MS, OK, NC, SC, TN, TX, VA, WV.

West: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY.

Exhibit B-2
Limited-Menu Tableservice Average Check

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	$4.59	$ 7.18	$15.02
Type of Establishment			
Food Only	$2.98	$ 5.11	$11.54
Food and Beverage	5.03	9.53	15.46
Years in Business			
Under 5 Years	$4.36	$ 7.56	$15.46
5 to 10 Years	5.92	13.21	19.41
Over 10 Years	4.51	6.58	11.57
Location			
Urban	$4.72	$ 8.36	$15.68
Suburban	4.72	6.49	13.09
Rural	3.33	10.36	14.77
Meals Served			
Lunch and Dinner Only	$4.82	$ 7.95	$15.15
Dinner Only	8.41	12.92	19.99
All Meals	2.96	5.00	15.34
Menu Theme			
Steak/Seafood	$4.96	$ 9.61	$13.50
American	5.88	9.83	19.99
Sandwiches/Hamburgers***	4.17	5.12	14.86
Restaurant Located/Attached To:			
Shopping Center/Mall	$5.16	$ 9.44	$11.74
Other	2.27	14.61	27.90
Sole Occupant	4.62	6.49	11.63
Region			
Northeast	$3.88	$11.32	$17.12
North Central	4.52	5.27	11.13
South	4.95	7.76	14.06
West	4.32	8.33	18.99
Sales Volume			
Under $350,000	$4.25	$ 6.39	$11.46
$350,000 to $699,999	3.70	6.38	19.75
$700,000 and Over	4.72	9.41	15.02

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit B-3
Limited-Menu Tableservice
Average Daily Seat Turnover

		Total	
	Lower Quartile	Median	Upper Quartile
All Restaurants	0.8	1.7	3.1
Type of Establishment			
Food Only	0.7	2.0	4.5
Food and Beverage	0.8	1.6	2.7
Years in Business			
Under 5 Years	0.8	1.8	3.6
5 to 10 Years	0.6	1.6	2.9
Over 10 Years	1.1	1.8	3.5
Location			
Urban	1.0	2.0	3.7
Suburban	0.7	1.7	3.0
Rural	0.6	0.8	2.2
Meals Served			
Lunch and Dinner Only	1.0	2.0	2.9
Dinner Only	0.6	0.8	1.4
All Meals	0.3	3.0	8.2
Menu Theme			
Steak/Seafood	0.8	1.2	2.3
American	0.6	1.5	2.3
Sandwiches/Hamburgers***	1.0	2.4	4.2
Restaurant Located/Attached To:			
Shopping Center/Mall	1.2	2.4	3.0
Other	**	0.6	**
Sole Occupant	1.1	2.1	3.7
Region			
Northeast	2.0	2.8	4.3
North Central	1.2	2.7	4.3
South	0.8	1.4	2.3
West	0.6	1.5	3.0
Sales Volume			
Under $350,000	0.3	1.1	1.9
$350,000 to $699,999	0.6	1.6	3.0
$700,000 and Over	1.2	2.2	4.2

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit B-4
Limited-Menu Tableservice
Net Income Differential*

	Amount Per Seat					
	Net Profit			Net Loss		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$3,154	$4,444	$7,884	$1,864	$3,817	$4,957
Beverage	697	1,291	2,436	420	676	1,279
Total Sales	3,610	5,195	8,206	2,995	4,361	5,501
Cost of Sales						
Food	1,135	1,754	2,574	735	1,484	1,792
Beverage	191	325	688	85	167	290
Total Cost of Sales	1,154	1,857	2,853	1,008	1,683	2,052
Gross Profit	2,255	3,419	5,839	1,686	2,624	3,594
Other Income	12	43	70	6	24	60
Total Income	2,308	3,455	5,846	1,687	2,628	4,260
Controllable Expenses						
Payroll	838	1,294	2,251	794	1,254	1,803
Employee Benefits	39	102	261	65	194	248
Direct Operating Expenses	116	255	658	86	335	532
Music and Entertainment	6	25	109	**	8	**
Advertising and Promotion	36	78	236	30	64	308
Utilities	101	150	224	131	178	229
Administrative and General	48	112	340	69	271	499
Repairs and Maintenance	50	74	134	35	57	87
Total Controllable Expenses	1,385	2,439	4,016	1,239	2,572	3,489
Income Before Occupation Costs	793	1,276	2,728	(271)	304	643
Occupation Costs						
Rent	153	292	527	88	224	415
Property Taxes	10	29	80	12	26	39
Other Taxes	11	35	130	16	26	100
Property Insurance	49	73	123	31	55	87
Total Occupation Costs	220	355	714	223	310	472
Income Before Interest and Depreciation	421	784	2,352	(435)	5	227
Interest	13	68	148	3	30	279
Depreciation	81	154	282	35	180	240
Net Income Before Other Deductions	199	503	1,268	(656)	(223)	(59)
Other Deductions	37	232	1,281	**	**	**
Net Income (Loss) Before Income Taxes	$ 168	$ 449	$1,140	$ (656)	$ (223)	$ (59)
Other Data						
Average Receipt Per Cover	$ 4.72	$ 8.39	$ 13.93	$ 4.26	$ 7.02	$ 17.32
Average Daily Seat Turnover	0.9	2.0	3.3	0.6	1.3	2.7
Productivity Index	3.04	3.70	4.34	2.48	2.98	3.94

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.
**Insufficient data.

Ratio to Total Sales					
Net Profit			Net Loss		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
76.3%	92.4%	100.0%	75.2%	90.5%	100.0%
12.4	20.7	30.8	8.4	23.4	26.0
100.0	100.0	100.0	100.0	100.0	100.0
30.9	34.4	38.9	31.9	39.4	46.7
22.6	26.3	30.6	27.3	30.0	39.1
30.2	33.5	37.1	31.7	38.0	45.3
62.9	66.5	69.8	54.7	61.1	68.3
0.1	0.4	1.1	0.1	0.3	1.6
63.3	67.8	70.2	55.3	65.4	70.7
21.5	24.4	28.4	24.8	29.1	33.7
0.9	2.5	4.0	2.5	4.6	5.7
3.1	5.0	10.6	4.0	7.8	15.9
0.1	0.3	1.7	••	0.2	••
0.8	1.7	3.4	0.8	2.8	6.1
2.1	2.8	3.9	3.0	3.9	5.3
1.0	2.4	5.3	1.9	7.7	10.8
1.1	1.4	2.1	1.0	1.4	2.3
34.5	45.5	50.2	46.3	56.5	71.0
16.9	21.4	27.6	(4.5)	9.2	13.7
2.7	5.4	7.2	4.0	5.9	8.3
0.2	0.5	0.8	0.3	0.5	1.3
0.2	0.6	0.3	0.4	0.6	1.7
1.0	1.4	2.0	0.8	1.3	2.6
3.9	6.9	10.0	5.6	8.2	14.6
8.3	13.8	19.8	(10.8)	0.1	3.7
0.4	1.2	2.6	0.4	1.0	6.5
1.8	2.9	4.0	2.2	4.9	6.2
4.8	8.8	17.4	(21.3)	(3.5)	(1.7)
0.7	3.0	9.5	••	••	••
3.7%	8.3%	15.6%	(21.3)%	(3.5)%	(1.8)%

Exhibit B-5
Limited-Menu Tableservice
Earnings Ratio

	Lower Quartile	Median	Upper Quartile
All Restaurants	0.2%	5.2%	13.0%
Type of Establishment			
Food Only	0.5%	4.8%	13.6%
Food and Beverage	(0.3)	5.6	11.4
Years in Business			
Under 5 Years	(2.9)%	2.2%	10.1%
5 to 10 Years	0.2	6.9	14.0
Over 10 Years	1.3	6.5	13.6
Location			
Urban	(1.5)%	5.2%	14.0%
Suburban	0.4	7.1	15.2
Rural	(1.6)	5.2	9.9
Menu Theme			
Steak/Seafood	(1.0)%	3.6%	15.5%
American	2.9	12.1	15.8
Sandwiches/Hamburgers***	(3.2)	5.2	13.0
Restaurant Located In/Attached To:			
Mall/Shopping Center	(4.5)%	2.5%	13.2%
Other	(3.3)	3.0	16.9
Sole Occupant	(0.9)	5.5	14.0
Region			
Northeast	3.2%	9.2%	10.5%
North Central	(1.1)	4.2	8.4
South	(0.3)	5.4	16.8
West	0.1	5.1	13.0
Sales Volume			
Under $350,000	(3.2)%	3.5%	14.0%
$350,000 to $699,999	(0.3)	2.2	6.2
$700,000 and Over	2.5	8.0	16.4
Lease Versus Own			
Own Land and Building	(0.1)%	5.4%	15.1%
Lease Land and Building	(0.4)	3.3	9.0
Lease Land and Own Building	**	**	**

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit B-6
Limited-Menu Tableservice
Cost Per Dollar of Sales*

	Food†	Beverages†	Total Cost of Sales	Total Payroll	Prime Cost
All Restaurants	35.2¢	27.1¢	32.4¢	28.2¢	62.5¢
Type of Establishment					
Food Only	35.7¢	N/A	34.8¢	28.9¢	63.6¢
Food and Beverage	34.4	27.1	31.4	27.9	61.6
Years in Business					
Under 5 Years	33.4¢	29.2¢	31.7¢	28.5¢	62.5¢
5 to 10 Years	35.2	28.0	32.2	26.3	61.4
Over 10 Years	36.2	23.2	34.0	28.2	62.5
Location					
Urban	34.9¢	27.3¢	32.3¢	28.0¢	62.9¢
Suburban	36.2	24.3	32.2	26.6	62.1
Rural	36.2	**	**	**	**
Meals Served					
Lunch and Dinner Only	35.7¢	27.4¢	31.9¢	27.7¢	60.2¢
Dinner Only	38.6	27.8	36.5	27.1	63.5
All Meals	33.1	**	32.4	37.5	61.4
Menu Theme					
Steak/Seafood	41.3¢	27.0¢	38.8¢	27.0¢	66.4¢
American	36.5	**	33.7	27.8	63.5
Sandwiches/Hamburgers***	33.3	29.7	31.4	27.9	59.2
Region					
Northeast	34.7¢	24.7¢	34.3¢	25.8¢	61.6¢
North Central	32.2	27.6	31.3	27.9	58.4
South	36.8	25.7	32.3	31.5	63.5
West	35.7	**	34.3	28.4	65.6
Ownership					
Sole Proprietorship	38.6¢	27.5¢	35.7¢	25.2¢	63.8¢
Partnership	36.7	25.6	32.4	28.5	66.3
Public Corporation	31.6	**	31.4	27.9	59.0
Private Corporation	34.8	25.2	32.3	28.9	61.6
Profit Versus Loss					
Net Profit	34.4¢	26.3¢	32.3¢	27.3¢	59.1¢
Net Loss	39.4	30.0	34.0	34.7	72.7

†Based on individual department sales.
*All amounts are medians and do not necessarily add to totals shown.
**Insufficient data.
***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.
N/A—Not applicable.

Exhibit B-7
Limited-Menu Tableservice
Number of Employees*

	Number of Employees Per Restaurant		
	Full-Time	Part-Time (20–35 Hours)	Part-Part-Time (Under 20 Hours)
All Restaurants	8.0	10.0	8.0
Type of Establishment			
Food Only	8.0	10.0	9.0
Food and Beverage	8.0	10.0	7.0
Location			
Urban	7.0	15.0	6.0
Suburban	8.0	10.0	8.0
Rural	6.0	10.0	4.5
Menu Theme			
Steak/Seafood	5.0	10.0	8.0
American	8.0	17.0	7.0
Sandwiches/Hamburgers***	5.0	32.5	15.0
Region			
Northeast	12.0	7.5	**
North Central	8.0	12.0	15.0
South	8.0	10.0	5.0
West	7.0	15.0	7.0
Sales Volume			
Under $350,000	4.0	3.0	4.0
$350,000 to $699,999	8.0	10.4	4.0
$700,000 and Over	13.5	22.5	10.0
Affiliation			
Single Unit — Independent	7.0	9.5	5.0
Multi-Unit — Company Operated	10.0	12.0	11.5
Multi-Unit — Franchisee Operated	5.0	30.0	10.0
Ownership			
Sale Proprietorship	6.0	6.5	7.0
Partnership	7.5	10.0	5.0
Public Corporation	4.5	**	**
Private Corporation	10.0	10.0	7.0

*All amounts are medians.

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli

Exhibit B-8
Limited-Menu Tableservice Employee Information*

	Full-Time Equivalent Employees			Amount Per Full-Time Equivalent Employee		
	Total	Per 100 Restaurant Seats	Per 100 Average Daily Covers	Total Sales	Total Payroll	Index of Productivity
All Restaurants	22.0	16.6	8.5	$28,812	$8,378	3.59
Type of Establishment						
Food Only	19.0	16.6	6.4	$24,992	$7,804	3.70
Food and Beverage	27.0	17.0	10.9	29,984	8,547	3.58
Profit Versus Loss						
Net Profit	26.5	19.1	10.6	$31,325	$8,253	3.70
Net Loss	15.5	15.4	8.1	26,906	9,157	2.98
Location						
Urban	27.8	19.0	9.1	$29,430	$9,091	3.59
Suburban	22.0	16.8	7.9	29,000	8,226	3.76
Rural	15.5	10.8	8.7	28,912	8,128	3.61
Menu Theme						
Steak/Seafood	24.3	11.6	8.2	$36,818	$8,435	4.23
American	20.5	17.4	12.3	33,366	9,091	3.67
Sandwiches/Hamburgers***	35.0	18.0	6.5	29,984	9,483	3.59
Region						
Northeast	17.5	**	7.6	$32,138	$8,896	3.91
North Central	33.8	18.8	8.2	26,217	8,214	3.58
South	17.4	15.0	8.7	28,812	8,400	3.59
West	21.5	17.8	9.9	32,000	8,351	3.52
Sales Volume						
Under $350,000	8.5	**	8.4	$20,303	$6,746	3.46
$350,000 to $699,999	16.8	**	7.5	28,912	8,402	3.46
$700,000 and Over	39.0	21.1	10.3	32,138	8,518	3.64
Affiliation						
Single Unit—Independent	15.5	15.3	11.0	$28,812	$8,521	3.38
Multi-Unit—Company Operated	28.6	21.4	8.4	26,620	9,071	3.59
Multi-Unit—Franchisee Operated	33.8	21.1	5.7	36,435	8,214	3.92
Ownership						
Sole Proprietorship	12.4	15.2	11.2	$31,336	$6,937	4.00
Partnership	16.1	17.7	7.5	24,857	7,228	3.58
Public Corporation	52.8	21.1	**	**	**	3.58
Private Corporation	22.0	16.1	10.6	28,956	8,518	3.52

*All amounts are medians.

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit B-9
Limited-Menu Tableservice
Statement of Income and Expenses—Amount Per Square Foot

	All Restaurants			Type of Establishment*		Menu Theme*		
	Lower Quartile	Median	Upper Quartile	Food Only	Food and Beverage	Steak/ Seafood	American	Sandwiches/ Hamburgers****
Sales								
Food	$105	$148	$224	$143	$152	$147	$158	$170
Beverage	21	39	90	N/A	39	37	65	24
Total Sales	$115	$178	$249	$143	$189	$186	$204	$197
Gross Profit	$ 71	$116	$157	$103	$128	$115	$130	$128
Occupation Costs								
Rent	$ 4.80	$ 10.26	$ 14.56	$ 8.29	$ 10.46	$ 10.76	$ 6.79	$ 13.62
Property Taxes	.49	.92	1.83	1.05	.91	.87	.94	2.63
Other Taxes	.28	1.15	3.42	1.03	1.20	.75	3.63	**
Property Insurance	1.41	2.15	3.44	1.60	2.73	1.97	1.64	3.30
Total Occupation Costs	$ 6.47	$ 13.26	$ 18.50	$ 9.77	$ 14.47	$ 13.72	$ 10.01	$ 17.77

*All amounts are medians.
**Insufficient data.
****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.
N/A—Not applicable.

Location*			Region*				Sales Volume*		
Urban	Suburban	Rural	Northeast	North Central	South	West	Under $350,000	$350,000-$699,999	$700,000 and Over
$173	$145	$113	$177	$146	$140	$147	$105	$120	$203
42	36	**	97	25	37	56	**	33	43
$199	$173	$115	$250	$155	$165	$187	$120	$120	$229
$130	$109	$ 71	$138	$110	$112	$116	$ 72	$ 92	$149
$ 11.83	$ 8.73	$ 8.49	$ **	$ 10.62	$ 7.77	$ 9.60	$ 5.01	$ 8.51	$ 11.72
1.12	.87	.51	1.17	1.13	.39	1.08	.25	.83	1.43
1.60	1.17	2.20	**	.52	1.29	1.25	1.25	.91	1.20
2.56	1.73	2.59	6.50	2.14	2.12	2.13	1.86	1.55	2.77
$ 15.72	$ 10.91	$ 9.88	$ 20.92	$ 13.84	$ 9.78	$ 14.17	$ 9.05	$ 9.67	$ 16.27

Exhibit B-10

Limited-Menu Tableservice
Occupancy Costs, Interest and Depreciation—Amount Per Seat*

		Type of Establishment		Location			Region			
	Total	Food Only	Food and Beverage	Urban	Suburban	Rural	Northeast	North Central	South	West
Rent	$262	$256	$265	$292	$250	$180	$ **	$307	$239	$213
Property Taxes	28	31	25	29	29	9	29	38	15	35
Other Taxes	35	34	36	37	26	74	**	38	34	33
Property Insurance	65	57	77	77	57	73	123	79	56	65
Interest	68	14	95	99	26	**	128	53	68	51
Depreciation	152	100	187	176	145	121	227	169	122	156

*All amounts are medians.
**Insufficient data.

Exhibit B-11

Limited-Menu Tableservice

Statement of Income and Expenses—All Restaurants*

	All Restaurants					
	Amount Per Seat			Ratio to Sales		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$2,647	$4,072	$6,238	74.9%	89.9%	100.0%
Beverage	544	1,025	1,686	13.2	23.7	30.0
Total Sales	3,376	4,399	7,438	100.0	100.0	100.0
Cost of Sales						
Food	1,006	1,573	2,224	31.5%	41.2	15.4
Beverage	136	238	462	23.3	27.1	32.0
Total Cost of Sales	1,088	1,629	2,359	30.2	33.7	39.5
Gross Profit	2,114	2,702	5,010	60.6	66.3	69.8
Other Income	9	33	70	0.2	0.4	1.4
Total Income	2,166	2,920	5,026	61.0	67.8	70.5
Controllable Expenses						
Payroll	794	1,231	1,939	21.6	25.3	32.3
Employee Benefits	45	116	252	1.3	3.4	5.3
Direct Operating Expenses	100	244	555	3.5	5.7	9.5
Music and Entertainment	5	16	62	0.1	0.3	2.4
Advertising and Promotion	30	72	236	0.8	1.5	3.4
Utilities	110	153	223	2.3	3.2	4.6
Administrative and General	48	121	368	1.0	2.5	6.9
Repairs and Maintenance	43	66	107	1.1	1.4	2.2
Total Controllable Expenses	1,355	2,424	3,673	37.9	47.2	54.0
Income Before Occupation Costs	436	954	2,060	12.3	19.7	25.2
Occupation Costs						
Rent	139	262	483	3.0	5.5	7.2
Property Taxes	11	28	51	0.3	0.5	1.0
Other Taxes	13	35	119	0.2	0.6	2.4
Property Insurance	44	65	114	1.0	1.3	2.4
Total Occupation Costs	223	344	591	3.9	6.5	9.4
Income Before Interest and Depreciation	199	578	1,616	4.1	11.1	18.3
Interest	13	68	170	0.4	1.2	3.0
Depreciation	66	152	249	1.8	2.9	4.5
Restaurant Profit	$ 4	$ 299	$ 864	0.2%	5.4%	15.7%

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

Exhibit B-12
Limited-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Type of Establishment					
	Food Only			Food and Beverage		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$2,572	$3,917	$7,321	$2,647	$4,322	$5,952
Beverage	N/A	N/A	N/A	544	1,025	1,686
Total Sales	2,572	3,917	7,321	3,610	4,834	7,535
Cost of Sales						
Food	1,008	1,607	2,404	903	1,519	2,086
Beverage	N/A	N/A	N/A	136	238	462
Total Cost of Sales	1,008	1,607	2,404	1,146	1,693	2,359
Gross Profit	1,518	2,318	4,748	2,262	3,041	5,070
Other Income	5	14	70	12	35	78
Total Income	1,518	2,330	4,907	2,354	3,338	5,153
Controllable Expenses						
Payroll	602	991	1,917	871	1,309	1,993
Employee Benefits	43	98	201	47	127	273
Direct Operating Expenses	69	204	566	127	291	628
Music and Entertainment	**	**	**	6	23	81
Advertising and Promotion	29	56	118	27	109	302
Utilities	98	152	243	115	153	210
Administrative and General	29	65	325	65	143	460
Repairs and Maintenance	40	61	81	44	75	126
Total Controllable Expenses	927	1,550	3,742	1,505	2,700	3,673
Income Before Occupation Costs	307	954	2,003	474	963	2,080
Occupation Costs						
Rent	112	256	369	153	265	523
Property Taxes	5	31	80	14	25	42
Other Taxes	15	34	147	13	36	99
Property Insurance	34	57	89	45	77	123
Total Occupation Costs	171	341	399	240	360	655
Income Before Interest and Depreciation	183	539	1,669	213	652	1,605
Interest	4	14	119	24	95	250
Depreciation	30	100	188	87	187	291
Restaurant Profit	$ 67	$ 299	$ 835	$ (6)	$ 301	$1,051

N/A—Not applicable.
**Insufficient data.

Exhibit B-13
Limited-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales*

	Type of Establishment					
	Food Only			Food and Beverage		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	100.0%	100.0%	100.0%	71.4%	76.6%	87.0%
Beverage	N/A	N/A	N/A	13.2	23.7	30.0
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales						
Food	30.9	34.8	42.0	31.2	34.4	40.1
Beverage	N/A	N/A	N/A	23.3	27.1	32.0
Total Cost of Sales	31.9	35.7	42.4	30.0	33.1	38.8
Gross Profit	57.6	64.3	68.1	61.2	66.9	70.0
Other Income	0.1	0.2	1.0	0.3	0.5	1.9
Total Income	58.3	64.7	70.6	61.9	69.2	70.5
Controllable Expenses						
Payroll	20.5	24.9	32.0	21.7	25.4	32.5
Employee Benefits	1.5	3.4	5.5	1.2	3.5	5.2
Direct Operating Expenses	2.5	4.6	15.3	3.7	6.0	9.0
Music and Entertainment	**	**	**	0.2	0.5	2.4
Advertising and Promotion	0.9	1.5	3.2	0.5	1.6	3.6
Utilities	2.8	3.8	5.1	2.1	2.7	3.7
Administrative and General	1.1	2.2	8.0	0.9	2.5	6.9
Repairs and Maintenance	1.2	1.7	2.3	1.0	1.3	2.2
Total Controllable Expenses	34.7	47.7	58.3	40.0	46.9	52.2
Income Before Occupation Costs	9.6	15.5	22.6	13.9	20.5	27.1
Occupation Costs						
Rent	3.0	5.3	7.4	3.0	5.5	7.2
Property Taxes	0.2	0.6	0.9	0.3	0.4	0.8
Other Taxes	0.2	0.8	3.2	0.2	0.6	2.3
Property Insurance	0.8	1.2	1.8	1.1	1.5	2.5
Total Occupation Costs	4.2	7.3	10.3	4.1	7.6	10.7
Income Before Interest and Depreciation	3.8	9.3	17.6	5.2	13.4	18.5
Interest	0.3	0.6	2.5	0.7	1.7	3.6
Depreciation	1.2	2.3	4.4	2.2	3.4	4.8
Restaurant Profit	1.0%	5.0%	14.1%	(0.3)%	6.5%	17.3%

N/A—Not applicable.
*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.
**Insufficient data.

Exhibit B-14
Limited-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Years in Business								
	Under 5 Years			5 to 10 Years			Over 10 Years		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	$2,707	$4,383	$6,266	$3,068	$3,729	$5,571	$2,041	$4,072	$7,730
Beverage	512	816	1,565	489	947	1,559	672	1,316	2,265
Total Sales	3,495	5,150	7,438	3,198	3,987	7,134	2,541	4,358	8,034
Cost of Sales									
Food	938	1,667	1,964	1,013	1,390	1,945	828	1,568	2,753
Beverage	101	215	529	137	270	439	185	280	470
Total Cost of Sales	1,097	1,800	2,359	1,013	1,509	2,109	1,038	1,619	2,668
Gross Profit	2,086	3,400	5,127	2,137	2,531	4,354	1,520	2,481	5,606
Other Income	10	50	85	**	15	**	9	28	77
Total Income	2,284	3,675	5,153	2,171	2,531	4,379	1,522	2,542	5,665
Controllable Expenses									
Payroll	884	1,340	1,966	802	1,097	1,478	684	1,141	2,156
Employee Benefits	48	132	279	29	53	190	57	122	273
Direct Operating Expenses	125	372	691	98	205	446	88	189	548
Music and Entertainment	4	23	111	**	8	**	3	16	211
Advertising and Promotion	31	163	319	40	60	123	21	69	156
Utilities	114	176	259	96	125	209	100	152	212
Administrative and General	44	231	460	50	141	286	32	98	534
Repairs and Maintenance	51	75	96	31	58	84	44	65	137
Total Controllable Expenses	1,549	3,050	3,650	1,263	1,675	2,689	1,223	2,045	4,474
Income Before Occupation Costs	431	1,220	2,012	421	826	2,456	403	976	2,725
Occupation Costs									
Rent	200	356	571	111	189	343	129	229	399
Property Taxes	17	32	97	6	18	33	9	16	41
Other Taxes	15	23	55	11	29	105	13	39	180
Property Insurance	43	84	113	32	44	59	49	72	119
Total Occupation Costs	223	425	752	177	311	405	226	320	490
Income Before Interest and Depreciation	6	484	1,317	250	586	2,152	226	663	1,694
Interest	31	134	283	5	26	140	2	43	95
Depreciation	107	202	337	72	153	227	50	114	212
Restaurant Profit	$ (148)	$ 198	$1,029	$ 41	$ 359	$1,334	$ 101	$ 394	$ 807

**Insufficient data.

Location								
Urban			Suburban			Rural		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$2,456	$4,321	$7,604	$2,676	$4,110	$6,238	$1,674	$3,662	$4,432
536	999	2,112	621	1,183	1,482	**	**	**
3,585	4,847	8,206	3,456	4,401	7,347	2,192	3,226	4,961
1,020	1,667	2,276	1,006	1,566	2,288	683	1,205	1,777
136	282	514	95	220	462	**	**	**
1,150	1,756	2,427	1,034	1,585	2,439	843	1,232	2,259
2,195	3,152	5,674	2,240	2,657	4,846	1,336	1,815	2,729
12	34	66	10	34	197	**	**	**
2,219	3,445	5,699	2,359	3,003	4,898	1,377	1,820	2,762
862	1,340	2,227	793	1,097	1,803	587	893	1,364
63	141	283	33	62	200	**	**	**
106	328	579	110	231	594	54	159	561
3	16	88	6	18	117	**	**	**
38	149	309	32	69	155	13	30	80
119	155	216	96	154	260	67	109	220
64	141	484	42	127	343	**	55	**
53	75	128	31	58	87	28	56	95
1,540	2,818	4,444	1,342	2,009	3,661	993	1,288	2,221
380	859	2,086	550	1,059	1,459	326	556	1,436
171	292	517	139	250	417	**	180	**
17	29	81	12	29	42	**	9	**
14	37	99	10	26	108	**	74	**
44	77	113	34	57	132	54	73	100
226	356	661	220	305	540	130	258	404
168	652	1,694	253	582	1,014	144	297	826
24	99	284	6	26	145	**	**	**
59	176	316	72	145	227	46	121	188
$ (14)	$ 328	$1,347	$ 102	$ 361	$ 798	$ (43)	$ 133	$ 399

Exhibit B-15
Limited-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales*

	Years in Business								
	Under 5 Years			5 to 10 Years			Over 10 Years		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	75.4%	88.1%	100.0%	73.3%	84.4%	100.0%	74.0%	100.0%	100.0%
Beverage	9.8	20.0	28.0	13.3	20.2	27.0	19.1	26.4	42.0
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales									
Food	31.2	33.4	42.3	32.1	35.2	41.3	29.3	36.2	41.1
Beverage	24.2	29.2	33.1	22.8	28.0	41.9	20.0	23.2	26.3
Total Cost of Sales	30.2	31.9	38.9	30.9	35.6	39.8	30.3	35.0	39.8
Gross Profit	61.1	68.2	69.8	60.3	64.4	69.1	60.2	65.0	69.7
Other Income	0.3	0.5	1.7	0.2	0.3	1.4	0.1	0.4	1.4
Total Income	63.0	69.3	70.5	60.3	64.7	70.2	60.5	65.3	72.2
Controllable Expenses									
Payroll	21.1	25.4	32.0	21.3	24.7	29.7	22.1	25.4	33.6
Employee Benefits	1.5	3.9	4.9	0.5	1.5	5.3	1.5	3.4	5.8
Direct Operating Expenses	3.7	6.4	11.8	2.7	5.9	8.5	3.3	4.3	9.5
Music and Entertainment	0.1	0.5	5.1	**	0.2	**	0.1	0.2	2.3
Advertising and Promotion	0.6	3.2	4.4	0.8	1.7	3.3	0.8	1.4	2.4
Utilities	2.2	2.8	4.7	2.3	3.2	4.5	2.3	3.4	4.5
Administrative and General	0.7	2.1	8.4	1.0	3.3	6.6	1.3	2.5	6.6
Repairs and Maintenance	0.9	1.3	2.2	0.9	1.2	2.0	1.2	1.8	2.3
Total Controllable Expenses	40.3	46.8	54.4	33.9	41.7	52.6	39.6	48.7	54.8
Income Before Occupation Costs	11.7	20.9	26.7	15.1	21.7	32.8	9.7	16.9	22.5
Occupation Costs									
Rent	4.7	6.7	8.4	3.4	4.4	9.3	2.5	4.5	6.2
Property Taxes	0.4	0.7	1.5	0.2	0.4	0.6	0.2	0.4	0.7
Other Taxes	0.2	0.6	1.4	0.2	0.6	2.6	0.2	0.7	3.2
Property Insurance	0.8	1.5	2.4	0.7	1.1	1.5	1.0	1.4	2.6
Total Occupation Costs	6.3	8.7	12.5	4.0	7.5	12.9	3.9	6.5	9.4
Income Before Interest and Depreciation	0.1	10.7	18.3	4.3	14.1	26.6	4.4	10.4	17.8
Interest	0.9	1.8	4.0	0.1	0.7	2.0	0.3	0.8	2.5
Depreciation	2.9	4.4	5.9	2.2	3.4	4.7	1.3	2.3	3.3
Restaurant Profit	(2.8)%	4.1%	14.8%	0.2%	8.6%	22.6%	1.4%	7.4%	15.8%

*All ratios are based as a percent of total sales except food and beverage costs, which are based on their respective sales.

**Insufficient data.

Location								
Urban			Suburban			Rural		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
73.4%	87.0%	100.0%	76.0%	87.9%	100.0%	75.2%	100.0%	100.0%
13.0	24.2	28.6	14.3	20.9	32.7	••	••	••
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
31.8	34.9	41.9	31.1	36.2	41.3	33.3	36.2	44.8
24.0	27.3	31.1	20.3	24.3	30.1	••	••	••
30.7	34.0	39.1	29.2	33.2	39.1	33.6	38.0	46.7
60.9	66.0	69.3	61.0	66.8	70.8	53.3	62.0	66.4
0.3	0.4	0.9	0.2	0.8	2.9	••	0.4	••
61.0	68.1	70.1	61.1	69.1	72.2	53.4	63.6	67.0
21.6	25.5	32.0	21.3	24.5	30.9	20.9	26.1	33.7
1.5	3.4	4.7	0.7	3.4	5.2	••	2.5	••
3.1	5.8	9.3	3.5	4.9	8.2	2.7	4.1	7.4
0.1	0.3	2.4	0.1	0.6	5.1	••	••	••
0.9	2.2	3.5	0.4	1.3	2.9	0.5	1.0	2.2
2.2	3.0	4.3	2.3	3.4	4.1	2.2	3.4	4.7
1.5	3.7	8.6	0.7	1.8	6.9	1.4	2.1	7.4
1.1	1.5	2.3	0.9	1.3	2.2	1.2	1.6	2.3
37.4	47.3	54.1	34.0	49.7	54.4	34.0	45.7	49.5
12.2	20.0	27.6	13.6	20.4	27.1	11.8	17.1	23.4
3.0	5.9	8.2	3.1	5.0	7.2	••	5.5	••
0.3	0.5	1.2	0.3	0.5	0.9	0.2	0.3	1.0
0.2	0.9	2.3	0.2	0.5	2.3	0.2	2.1	5.3
0.8	1.3	2.4	0.7	1.2	1.6	1.4	2.2	2.6
3.9	7.7	10.7	4.7	7.4	9.8	3.2	8.0	12.8
2.8	12.9	19.1	4.9	11.5	20.0	4.5	8.2	16.2
0.6	1.8	3.7	0.3	0.9	1.8	••	••	••
1.7	3.3	4.5	1.8	2.9	4.7	2.1	3.2	5.0
(1.3)%	5.4%	17.6%	2.0%	8.3%	16.9%	(1.6)%	5.2%	10.0%

Exhibit B-16
Limited-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Affiliation								
	Single Unit Independent			Multi-Unit Company Operated			Multi-Unit Franchisee Operated		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	$1,952	$3,558	$4,414	$2,300	$4,741	$8,670	$5,435	$6,739	$8,222
Beverage	601	1,280	1,830	545	1,427	2,582	**	598	**
Total Sales	2,501	3,846	6,336	3,198	5,233	9,305	5,435	7,449	8,222
Cost of Sales									
Food	812	1,372	1,738	1,008	1,902	2,960	1,781	2,130	2,667
Beverage	142	280	566	167	433	753	**	172	**
Total Cost of Sales	860	1,509	2,047	1,068	2,028	3,071	1,990	2,288	2,667
Gross Profit	1,611	2,392	4,373	2,137	3,438	6,346	3,620	5,161	5,900
Other Income	19	55	125	5	13	26	16	40	65
Total Income	1,617	2,500	4,636	2,171	3,453	6,346	3,670	5,194	5,900
Controllable Expenses									
Payroll	730	1,144	1,852	850	1,407	2,234	1,194	1,518	2,502
Employee Benefits	47	106	209	40	111	212	55	243	314
Direct Operating Expenses	82	182	322	110	348	527	183	786	1,008
Music and Entertainment	6	25	127	**	22	**	**	**	**
Advertising and Promotion	20	49	162	29	62	163	93	317	480
Utilities	89	121	176	153	212	241	150	166	502
Administrative and General	31	107	304	49	141	420	**	**	**
Repairs and Maintenance	38	62	99	43	72	155	53	85	191
Total Controllable Expenses	1,010	1,723	3,427	1,453	2,943	4,545	2,584	3,218	5,219
Income Before Occupation Costs	336	721	1,463	796	1,512	5,079	1,153	1,844	3,196
Occupation Costs									
Rent	114	237	466	177	317	532	155	354	516
Property Taxes	7	17	32	5	20	68	33	89	104
Other Taxes	14	37	99	**	37	**	**	**	**
Property Insurance	45	57	99	42	57	120	61	94	121
Total Occupation Costs	177	314	503	326	387	679	279	511	752
Income Before Interest and Depreciation	72	403	875	503	1,122	6,445	459	1,374	2,897
Interest	4	30	121	1	39	267	68	124	765
Depreciation	57	120	192	77	153	341	163	227	403
Restaurant Profit	$ (30)	$ 154	$ 657	$ 229	$ 624	$1,443	$ 297	$1,122	$2,506

**Insufficient data

Sales Volume ($000)								
Under $350			$350 to $699			$700 and Over		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$ 788	$2,304	$3,610	$2,456	$3,602	$5,443	$4,247	$5,492	$8,135
**	571	**	355	1,111	2,169	691	1,280	2,206
1,250	2,676	3,611	2,735	3,793	5,650	4,820	7,139	–.943
367	725	1,518	1,006	1,319	1,852	1,484	1,979	2,690
**	**	**	80	158	575	175	301	529
417	858	1,209	1,039	1,489	1,939	1,589	2,283	3,014
833	1,725	2,298	1,612	2,481	3,728	3,064	4,784	5,900
**	52	**	9	50	81	12	24	60
885	1,725	2,500	1,620	2,512	4,559	3,081	4,805	6,211
324	793	1,037	790	1,037	1,545	1,194	1,851	2,502
43	65	95	36	82	189	59	194	317
34	73	178	110	189	359	228	442	790
**	**	**	**	9	**	7	29	117
12	29	42	21	52	126	69	165	310
67	96	152	112	148	237	127	173	239
13	49	235	32	107	223	89	286	656
22	33	67	42	62	89	53	89	162
703	1,052	1,635	1,187	1,675	2,801	2,331	3,344	4,545
260	520	896	336	750	1,677	741	1,459	2,705
92	144	254	142	269	463	173	321	532
2	4	17	9	29	48	17	31	89
18	34	122	14	42	204	9	28	58
23	49	68	37	57	126	50	97	124
93	225	349	224	329	563	263	466	736
(10)	297	637	127	484	1,032	394	968	1,740
**	4	**	9	46	231	26	99	284
28	81	172	57	133	208	91	214	341
$ (69)	$ 154	$ 439	$ (90)	$ 115	$ 385	$ 149	$ 685	$1,535

Exhibit B-17
Limited-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales*

	Affiliation								
	Single Unit Independent			Multi-Unit Company Operated			Multi-Unit Franchisee Operated		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	71.9%	82.3%	100.0%	73.3	87.0	100.0	89.7	94.8	100.0%
Beverage	17.5	24.8	38.8	19.5	25.7	32.0	**	9.4	**
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales									
Food	33.3	36.5	42.4	31.2	36.2	41.7	28.8	31.5	35.0
Beverage	23.1	26.8	40.0	21.3	25.6	31.2	**	28.2	**
Total Cost of Sales	32.0	35.3	39.9	29.6	34.2	40.4	28.8	31.3	35.0
Gross Profit	60.1	64.7	68.0	59.6	65.8	70.4	65.0	68.7	71.2
Other Income	0.3	0.8	3.5	0.1	0.2	0.7	0.2	0.5	0.8
Total Income	60.5	65.9	70.7	60.5	66.1	70.4	65.2	69.3	71.4
Controllable Expenses									
Payroll	21.7	26.9	32.8	21.6	25.1	34.3	19.1	22.3	23.9
Employee Benefits	1.5	3.4	5.6	1.2	4.0	7.0	0.6	3.2	4.2
Direct Operating Expenses	2.6	5.0	8.1	3.7	5.3	8.6	2.8	10.8	12.7
Music and Entertainment	0.2	0.5	2.2	0.1	0.3	2.9	**	**	**
Advertising and Promotion	0.7	1.4	3.1	0.4	1.1	2.9	1.9	4.1	5.2
Utilities	2.2	3.1	4.5	2.5	3.5	4.5	1.8	2.5	3.6
Administrative and General	1.3	3.0	7.5	0.8	1.3	6.4	**	**	**
Repairs and Maintenance	1.1	1.7	2.4	1.1	1.5	2.1	0.8	1.2	1.5
Total Controllable Expenses	36.3	47.4	53.5	35.5	47.5	63.3	33.0	46.3	52.0
Income Before Occupation Costs	11.5	19.5	26.8	8.8	17.1	23.0	16.7	22.5	33.9
Occupation Costs									
Rent	3.8	6.0	8.1	2.1	4.5	7.1	1.7	4.7	6.4
Property Taxes	0.2	0.4	0.7	0.1	0.4	0.8	0.6	0.7	1.3
Other Taxes	0.2	0.8	2.6	0.1	0.4	3.1	**	**	**
Property Insurance	1.1	1.9	3.3	0.7	1.1	1.4	0.8	1.4	1.7
Total Occupation Costs	4.8	8.2	12.9	3.7	7.4	8.9	3.9	5.8	8.9
Income Before Interest and Depreciation	1.2	10.5	18.3	4.1	11.5	18.3	9.0	15.2	29.3
Interest	0.3	1.0	2.7	**	0.7	**	0.9	1.8	4.2
Depreciation	1.8	3.3	5.2	1.4	2.2	3.6	2.1	3.0	4.2
Restaurant Profit	(1.6)%	4.8%	16.2%	2.5%	8.1%	17.0%	4.0%	9.1%	27.4%

*All ratios are based as a percent of total sales except food and beverage costs which are based on their respective sales.
**Insufficient data.

Sales Volume ($000)								
Under $350			$350 to $699			$700 and Over		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
74.0%	100.0%	100.0%	76.0%	100.0%	100.0%	73.7%	83.6	96.0
16.7	25.8	51.7	8.3	24.5	34.0	12.4	20.0	27.0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
32.2	38.6	46.8	31.8	36.2	40.8	31.1	34.1	39.7
••	26.3	••	••	32.3	••	21.9	26.2	30.2
30.7	34.3	44.7	31.2	36.3	41.0	29.8	32.1	38.3
55.3	65.7	69.3	59.0	63.7	68.8	61.7	67.9	70.2
0.1	3.9	44.2	0.1	0.3	1.8	0.2	0.4	0.8
57.9	67.5	72.3	59.5	64.6	71.8	61.9	69.2	70.4
19.8	27.6	35.8	23.5	27.5	34.2	21.1	23.8	28.6
2.1	3.6	10.8	0.9	3.4	5.4	1.2	3.5	5.1
1.7	3.8	8.0	4.0	6.6	9.5	3.4	6.0	10.7
••	••	••	0.1	0.1	1.4	0.1	0.6	2.8
0.6	1.1	2.9	0.8	1.9	3.2	0.8	1.9	4.0
2.9	3.8	5.7	3.3	3.9	4.9	2.0	2.5	3.4
0.8	1.4	10.3	0.9	1.9	4.5	1.2	4.7	8.0
0.9	1.5	2.1	1.1	1.7	2.3	1.0	1.3	2.2
33.8	46.1	52.9	40.0	47.3	67.2	38.5	47.5	53.5
12.2	20.1	25.4	7.7	15.9	21.9	13.2	20.4	27.9
3.8	5.3	8.3	4.4	6.1	7.0	0.3	0.5	0.9
0.2	0.2	1.4	0.3	0.6	0.9	0.2	0.6	1.4
0.3	1.6	4.5	0.2	0.8	2.6	0.8	1.3	1.7
0.9	2.1	3.2	0.9	1.2	2.1	3.7	6.6	9.1
6.5	9.3	15.0	4.3	7.7	11.2	3.7	6.6	9.1
(0.8)	10.6	17.9	2.3	7.5	16.7	6.3	12.6	19.8
••	0.7	••	0.4	1.8	3.8	0.6	1.5	2.6
1.9	4.1	6.3	1.8	2.8	4.9	1.6	2.9	4.1
(2.5)%	4.8%	14.1%	(0.2)%	2.6%	8.4%	2.5%	8.6%	18.1%

Exhibit B-18
Limited-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Region					
	Northeast			North Central		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	$3,558	$4,872	$ 8,072	$2,012	$4,332	$6,658
Beverage	••	1,883	••	506	824	1,086
Total Sales	3,665	7,797	10,654	2,147	4,072	7,449
Cost of Sales						
Food	1,220	2,012	2,698	795	1,656	2,294
Beverage	••	534	••	137	223	280
Total Cost of Sales	1,319	2,445	3,191	858	1,589	2,298
Gross Profit	2,525	4,784	7,463	1,289	2,604	5,161
Other Income	••	••	••	7	13	42
Total Income	2,531	4,901	7,471	1,344	2,604	5,194
Controllable Expenses						
Payroll	1,137	1,939	3,000	793	1,194	1,763
Employee Benefits	28	47	141	52	111	278
Direct Operating Expenses	165	447	1,160	93	322	794
Music and Entertainment	••	••	••	••	••	••
Advertising and Promotion	18	65	143	26	102	313
Utilities	135	232	331	77	154	208
Administrative and General	••	89	••	20	177	610
Repairs and Maintenance	50	84	124	39	55	100
Total Controllable Expenses	1,564	3,135	4,850	1,341	2,294	3,650
Income Before Occupation Costs	856	1,202	5,079	397	983	2,053
Occupation Costs						
Rent	••	••	••	146	307	510
Property Taxes	••	29	••	15	38	94
Other Taxes	••	••	••	7	38	171
Property Insurance	••	123	••	49	79	113
Total Occupation Costs	181	373	779	274	360	714
Income Before Interest and Depreciation	623	1,122	3,461	192	520	1,669
Interest	••	128	••	13	53	109
Depreciation	136	227	519	81	169	247
Restaurant Profit	$ 368	$ 702	$ 3,341	$ (69)	$ 297	$ 611

••Insufficient data.

Region					
South			West		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$2,654	$3,847	$5,213	$1,952	$4,321	$7,978
471	809	1,778	••	1,424	••
2,735	4,105	6,479	3,791	4,517	8,019
869	1,486	1,920	822	1,626	3,527
53	178	458	••	••	••
968	1,572	2,078	1,205	1,841	2,898
1,611	2,488	4,476	2,238	2,925	5,407
13	35	95	19	62	124
1,617	2,598	4,547	2,271	3,723	5,470
709	1,068	1,540	1,037	1,685	2,502
47	132	286	58	122	240
64	176	425	108	285	594
3	16	211	••	••	••
20	56	265	36	66	289
114	151	209	91	168	219
50	122	450	39	141	308
37	64	89	55	67	157
1,135	1,664	3,298	1,783	2,662	4,164
324	796	1,788	496	826	2,016
118	239	399	118	213	497
4	15	30	16	35	74
15	34	108	15	33	318
34	56	116	38	65	94
138	311	488	218	329	694
137	438	1,453	175	574	1,302
6	68	169	5	51	370
53	122	223	49	156	366
$ (10)	$ 187	$1,029	$ 4	$ 260	$ 681

Exhibit B-19

Limited-Menu Tableservice

Statement of Income and Expenses—Ratio to Total Sales*

	Region					
	Northeast			North Central		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales						
Food	66.8%	75.5%	95.0%	87.2%	100.0%	100.0%
Beverage	**	26.8	**	8.9	13.0	26.1
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales						
Food	34.0	34.7	40.1	28.8	32.2	41.8
Beverage	**	24.7	**	23.0	27.6	30.2
Total Cost of Sales	30.2	34.6	38.2	28.4	31.9	39.8
Gross Profit	61.8	65.4	69.8	60.2	68.2	71.6
Other Income	**	**	**	0.1	0.3	0.7
Total Income	62.0	67.0	70.2	60.5	69.2	72.1
Controllable Expenses						
Payroll	21.7	24.6	28.2	22.4	24.7	33.8
Employee Benefits	0.2	0.9	3.8	2.2	3.8	4.7
Direct Operating Expenses	4.5	5.6	8.2	3.9	9.5	13.1
Music and Entertainment	**	**	**	**	0.2	**
Advertising and Promotion	0.3	0.8	2.4	1.1	3.1	4.9
Utilities	2.5	3.0	3.8	2.3	3.5	5.2
Administrative and General	**	1.0	**	1.1	1.9	8.0
Repairs and Maintenance	0.6	1.3	2.0	1.1	1.4	2.3
Total Controllable Expenses	35.3	40.1	46.2	43.0	49.6	57.8
Income Before Occupation Costs	15.4	21.9	35.2	9.8	15.5	21.6
Occupation Costs						
Rent	**	5.2	**	3.7	6.0	7.1
Property Taxes	**	0.6	**	0.3	0.7	1.3
Other Taxes	**	**	**	0.2	0.3	5.3
Property Insurance	1.2	1.5	3.1	1.1	1.3	1.7
Total Occupation Costs	3.9	6.0	11.8	4.9	8.5	11.7
Income Before Interest and Depreciation	10.3	17.0	28.8	2.4	9.3	13.8
Interest	0.4	1.4	2.5	0.6	1.0	1.8
Depreciation	2.9	3.6	3.8	1.7	2.9	4.7
Restaurant Profit	8.1%	10.8%	24.3%	(1.1)%	4.2%	8.4%

*All ratios are based as a percent of total sales except food and beverage costs which are based on their respective sales.

**Insufficient data.

Region					
South			West		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
73.8%	84.5%	100.0%	64.0%	93.4%	100.0%
15.4	22.0	28.6	••	24.2	••
100.0	100.0	100.0	100.0	100.0	100.0
31.3%	36.8	42.3	32.4	35.7	39.7
23.2	25.7	31.2	••	••	••
29.8	34.3	40.6	32.6	33.8	39.1
59.4	65.7	70.2	60.9	66.2	67.5
0.3	0.5	2.4	0.3	0.8	3.6
60.5	66.7	70.5	61.0	67.1	70.7
19.2	25.7	32.7	22.0	26.7	31.8
1.2	4.0	7.0	0.7	1.8	5.4
2.5	4.9	8.6	3.1	4.3	8.1
0.1	1.1	4.4	••	••	••
0.5	1.4	3.4	1.0	1.4	3.3
2.0	3.1	4.7	2.2	3.2	3.8
1.2	2.7	6.8	0.8	3.1	9.5
0.9	1.4	2.3	1.3	1.6	2.2
32.9	46.9	53.2	39.6	48.0	56.6
11.1	20.2	27.5	12.1	19.8	23.4
2.3	4.4	7.1	3.2	6.0	8.2
0.2	0.3	0.5	0.4	0.7	1.0
0.2	0.8	2.3	0.5	0.8	2.7
0.8	1.3	3.2	0.6	1.2	2.5
3.6	6.7	10.6	3.6	6.9	9.5
4.3	12.8	20.0	4.1	10.3	18.7
0.4	1.5	3.0	0.3	0.1	3.8
1.5	2.8	5.4	1.4	2.7	4.7
(0.2)%	5.5%	17.4%	0.4%	5.1%	17.0%

Exhibit B-20
Limited-Menu Tableservice
Statement of Income and Expenses—Amount Per Seat

	Menu Theme								
	Steak/Seafood			American			Sandwiches/Hamburgers••••		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	$3,261	$3,848	$5,304	$3,261	$4,359	$8,733	$2,775	$4,839	$6,256
Beverage	••	843	••	••	1,334	••	••	824	••
Total Sales	3,492	4,223	5,435	3,990	4,740	11,412	3,698	5,247	7,049
Cost of Sales									
Food	1,372	1,551	2,083	1,445	2,098	3,525	1,034	1,727	1,979
Beverage	••	245	••	••	••	••		227	
Total Cost of Sales	1,509	1,635	2,139	1,531	1,949	4,003	1,160	1,863	2,213
Gross Profit	2,137	2,392	3,152	2,346	3,025	7,409	2,372	3,659	4,425
Other Income	5	11	24	17	69	211	27	45	77
Total Income	2,151	2,392	3,153	2,346	3,930	7,530	2,506	4,220	4,804
Controllable Expenses									
Payroll	539	1,097	1,803	989	1,137	3,214	973	1,371	1,743
Employee Benefits	92	168	215	50	106	309	152	236	285
Direct Operating Expenses	87	220	475	47	206	469	174	594	794
Music and Entertainment	••	••	••	••	71	••	••	••	••
Advertising and Promotion	49	71	158	19	117	454	37	224	318
Utilities	109	150	171	134	179	317	117	152	164
Administrative and General	63	182	313	51	343	625	••	••	••
Repairs and Maintenance	58	65	129	53	81	185	56	85	135
Total Controllable Expenses	1,093	1,562	2,700	1,405	3,742	5,310	1,669	2,812	3,198
Income Before Occupation Costs	308	661	1,299	459	1,012	2,120	671	1,294	1,939
Occupation Costs									
Rent	163	269	390	92	197	340	122	354	526
Property Taxes	10	25	32	6	32	60	••	86	••
Other Taxes	11	22	28	37	129	242	••	••	••
Property Insurance	29	56	95	47	57	76	••	105	••
Total Occupation Costs	134	317	515	244	341	466	234	461	733
Income Before Interest and Depreciation	199	421	1,029	177	681	1,623	404	623	1,244
Interest	13	64	246	5	51	262	••	95	••
Depreciation	75	169	213	72	114	320	143	213	284
Restaurant Profit	$ 15	$ 162	$ 686	$ 141	$ 599	$2,315	$ (130)	$ 376	$ 619

••Insufficient data

••••Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli

Exhibit B-21
Limited-Menu Tableservice
Statement of Income and Expenses—Ratio to Total Sales

	Menu Theme								
	Steak/Seafood			American			Sandwiches/Hamburgers****		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Sales									
Food	82.1%	87.0%	100.0%	73.5%	96.7%	100.0%	73.7%	90.5%	98.1%
Beverage	**	17.7	**	**	26.4	**	8.1	10.8	34.0
Total Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of Sales									
Food	37.[illegible]	41.3	42.9	33.2	36.5	39.6	31.2	33.3	37.8
Beverage	**	27.0	**	**	**	**	**	29.7	**
Total Cost of Sales	36.5	38.8	42.0	33.3	35.7	38.9	30.8	31.6	40.5
Gross Profit	58.0	61.2	63.5	61.1	64.3	66.7	59.6	68.4	69.2
Other Income	0.1	0.3	0.4	0.3	0.7	6.2	0.4	0.6	1.4
Total Income	58.0	61.6	63.5	61.6	65.1	69.1	60.3	69.2	69.8
Controllable Expenses									
Payroll	17.8	21.7	26.6	21.5	24.4	29.9	23.0	24.1	28.0
Employee Benefits	1.7	4.0	6.6	0.7	1.5	3.8	3.6	4.2	4.7
Direct Operating Expenses	2.3	4.3	9.1	1.1	3.4	5.9	4.6	9.3	12.3
Music and Entertainment	**	**	**	**	1.6	**	**	**	**
Advertising and Promotion	1.2	1.8	3.4	0.6	1.6	3.5	1.0	4.1	5.4
Utilities	2.4	2.9	4.3	2.0	3.3	4.3	1.7	2.5	3.5
Administrative and General	1.6	4.5	7.3	1.4	4.2	8.2	**	**	**
Repairs and Maintenance	1.4	2.0	2.4	1.1	1.5	2.1	1.1	1.4	2.3
Total Controllable Expenses	34.3	42.4	54.7	33.8	45.5	53.6	39.6	47.0	50.0
Income Before Occupation Costs	9.2	16.9	27.6	12.6	21.4	27.2	14.8	21.0	27.4
Occupation Costs									
Rent	3.1	5.9	7.9	1.3	2.9	4.6	2.8	6.2	7.1
Property Taxes	0.3	0.4	0.6	0.2	0.4	0.7	0.3	1.2	1.6
Other Taxes	0.2	0.5	0.8	1.0	2.6	3.7	**	**	**
Property Insurance	0.6	1.1	3.1	0.8	1.1	1.6	0.9	1.6	3.0
Total Occupation Costs	4.6	6.9	9.6	3.3	6.2	8.0	4.9	8.7	11.4
Income Before Interest and Depreciation	5.3	10.3	19.8	5.2	16.0	19.8	6.2	13.8	19.1
Interest	0.4	1.9	3.6	0.3	0.8	3.8	0.3	1.8	7.3
Depreciation	2.1	3.2	5.4	1.8	2.3	2.8	2.6	4.1	5.3
Restaurant Profit	0.3%	4.8%	17.3%	4.4%	12.5%	18.5%	(3.2)%	5.2%	14.7%

**Insufficient data.
****Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli

SECTION C—LIMITED-MENU NO TABLESERVICE

Sandwich/hamburger style restaurants accounted for more than 30 percent of the operations in this category. Continued consumer demand for convenience and quick service has aided sales in this segment. The median average daily seat turnover of 5 at limited-menu no tableservice establishments strongly contrasts with the average seat turnovers for cafeterias, limited-menu tableservice and full-menu tableservice establishments of 2.1, 1.7 and 1.1, respectively.

Limited-menu no tableservice restaurants employed a median of 15.5 full-time equivalent persons, had total sales of $32,645 per employee and payroll expenses of $8,189 per employee. Limited-menu no tableservice restaurants specializing in chicken menus had substantially more workers than restaurants with other menu themes, 47 full-time equivalent employees versus 21 at Mexican eateries and 14 at hamburger/sub operations.

Limited-menu no tableservice restaurants in operation between five and ten years have experienced higher restaurant profits, as a percentage of total sales, than both younger and older properties, 12.8 percent versus 6.6 percent and 8.9 percent, respectively. Establishments that have been in business for more than 10 years were more profitable than those in operation for fewer than five years. This may, in part, reflect the time it takes to develop sufficient customer loyalty as well as to refine the operations side of a restaurant.

Amount per square foot data for limited-menu no tableservice establishments indicate a higher total occupation cost per square foot in the West than in other regions of the U.S. The same observation applies to restaurants in urban areas compared with those in suburban or rural locations.

Highlights

- The median check was $3.92, and the average daily seat turnover was 5.0.
- Establishments experiencing a net profit reported median total sales of $7,630 per seat, while those restaurants experiencing a net loss reported total sales of $5,767 per seat.
- In 1986, restaurants experienced a median earnings ratio of 8.3.
- Total sales per full-time equivalent employee were $32,645 with a productivity index of 3.91.
- Median total sales were $256 per square foot—or $7,455 as an amount per seat.
- Restaurant profit was 11 percent in 1986.
- The median total cost of sales was $2,388 per seat, or 32.7 percent as a ratio to total sales.

Characteristics

- The majority of limited-menu no tableservice restaurants are owned by a private corporation.
- Level of sales volume appears to be evenly distributed throughout the industry.
- Primarily the sole occupant of the building or located in a shopping center/mall with an average of 3,285 square feet of space.
- Operated as a multi-unit franchisee restaurant at a net profit.
- Basically located in urban and suburban areas serving lunch and dinner.
- Only a small percentage offer both food and beverage.

Exhibit C-1

Composition of Participating Limited-Menu No Tableservice Restaurants

	Percentage of Respondents
Type of Establishment:	
Food Only	77.1%
Food and Beverage	22.9
Years in Business:	
Under 5 Years	25.7%
5 to 10 Years	32.4
Over 10 Years	40.9
Not Specified	1.0
Region:†	
Northeast	7.6%
North Central	11.5
South	63.8
West	17.1
Location:	
Urban	42.9%
Suburban	45.7
Rural	8.6
Not Specified	2.8
Affiliation:	
Single Unit—Independent	18.1%
Multi-Unit—Company Operated	28.6
Multi-Unit—Franchisee Operated	41.0
Not Specified	12.3
Meals Served:	
Breakfast and Lunch Only	5.7%
Lunch and Dinner Only	63.8
All Meals	17.2
Open 24 Hours	11.4
Not Specified	1.9
Profit Versus Loss:	
Net Profit	84.8%
Net Loss	7.6
Not Specified	7.6

	Percentage of Respondents
Lease Versus Own:	
Own Land and Building	39.1%
Lease Land and Building	46.7
Lease Land and Own Building	8.6
Not Specified	5.6
Restaurant Located/Attached To:	
Hotel	1.9%
Shopping Center/Mall	14.3
Office Building	2.9
Other	5.7
Sole Occupant	64.8
Not Specified	10.4
Ownership:	
Sole Proprietorship	20.0%
Partnership	19.0
Public Corporation	14.3
Private Corporation	46.7
Menu Theme:	
Seafood	10.5%
Sandwiches/Hamburgers***	33.3
Mexican	21.0
Chicken	20.0
All Others	12.4
Not Specified	2.8
Sales Volume:	
Under $400,000	35.2%
$400,000 to $749,999	35.2
$750,000 and Over	29.6

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

†Regions
Northeast: CT, ME, MA, NH, NJ, PA, RI, VT.
North Central: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI.
South: AL, DC, DE, FL, GA, KY, LA, MD, MS, OK, NC, SC, TN, TX, VA, WV
West: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY

Exhibit C-2
Limited-Menu No Tableservice
Average Check

	Lower Quartile	Median	Upper Quartile
All Restaurants	$2.95	$3.92	$4.95
Type of Establishment			
Food Only	$2.94	$3.91	$5.19
Food and Beverage	2.94	4.00	4.56
Years in Business			
Under 5 Years	$2.67	$3.87	$4.49
5 to 10 Years	2.85	3.92	4.33
Over 10 Years	3.06	4.22	5.25
Location			
Urban	$3.02	$3.99	$5.25
Suburban	2.94	3.91	4.39
Rural	••	3.92	••
Meals Served			
Breakfast and Lunch Only	••	••	••
Lunch and Dinner Only	$3.37	$4.01	$5.01
All Meals	2.39	2.70	3.47
Open 24 Hours	••	••	••
Menu Theme			
Seafood	••	$5.15	••
Sandwiches/Hamburgers•••	$2.53	3.09	$4.20
Mexican	3.83	4.04	4.51
Chicken	3.50	3.92	7.44
Restaurant Located/Attached To:			
Hotel	••	••	••
Shopping Center/Mall	$3.87	$4.01	$5.91
Office Building	••	••	••
Club	••	••	••
Sole Occupant	3.00	3.98	5.12
Region			
Northeast	••	••	••
North Central	$2.01	$3.62	$7.97
South	2.93	3.87	4.46
West	3.84	4.39	10.22
Sales Volume			
Under $400,000	$2.95	$3.82	$5.21
$400,000 to $749,999	2.94	3.98	5.40
$750,000 and Over	2.94	3.90	4.40

••Insufficient data.

•••Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit C-3
Limited-Menu No Tableservice
Average Daily Seat Turnover

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	2.6	5.0	9.2
Type of Establishment			
Food Only	3.3	6.7	10.2
Food and Beverage	1.6	2.5	5.2
Years in Business			
Under 5 Years	2.4	4.2	6.9
5 to 10 Years	5.6	8.5	10.9
Over 10 Years	2.3	3.7	9.0
Location			
Urban	2.7	4.2	9.4
Suburban	3.6	6.9	10.0
Rural	**	2.5	**
Meals Served			
Breakfast and Lunch Only	**	**	**
Lunch & Dinner Only	2.6	4.9	9.2
All Meals	2.1	8.1	18.0
Open 24 Hours	**	**	**
Menu Theme			
Seafood	**	2.9	**
Sandwiches/Hamburgers***	2.6	6.0	12.8
Mexican	4.2	7.3	10.7
Chicken	2.3	6.9	9.2
Region			
Northeast	**	**	**
North Central	2.3	2.3	8.6
South	2.8	4.9	8.9
West	1.6	8.5	13.9
Sales Volume			
Under $400,000	1.8	2.7	4.6
$400,000 to $749,999	3.4	5.9	9.2
$750,000 and Over	7.0	9.3	19.1

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit C-4
Limited-Menu No Tableservice
Net Income Differential

	Amount Per Seat					
	Net Profit			Net Loss		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$5,237	$7,630	$13,470	**	$5,767	**
Total Cost of Sales	1,632	2,439	4,261	**	1,790	**
Gross Profit	3,338	5,191	9,337	**	4,032	**
Other Income	8	39	110	**	**	**
Total Income	3,553	5,191	9,351	**	4,032	**
Controllable Expenses						
Payroll	1,111	2,020	3,099	**	1,735	**
Employee Benefits	82	202	422	**	**	**
Direct Operating Expenses	120	269	646	**	122	**
Music and Entertainment	9	18	37	**	**	**
Advertising and Promotion	104	314	601	**	321	**
Utilities	186	300	399	**	296	**
Administrative and General	108	333	804	**	**	**
Repairs and Maintenance	75	107	220	**	139	**
Total Controllable Expenses	2,143	3,661	5,578	**	3,184	**
Income Before Occupation Costs	1,075	1,990	4,123	**	977	**
Occupation Costs						
Rent	245	427	658	**	**	**
Property Taxes	34	62	95	**	**	**
Other Taxes	15	39	90	**	**	**
Property Insurance	40	56	172	**	103	**
Total Occupation Costs	205	508	888	**	428	**
Income Before Interest and Depreciation	603	1,398	3,260	**	394	**
Interest	11	88	215	**	**	**
Depreciation	149	346	458	**	316	**
Net Income Before Other Deductions	373	932	2,158	**	(112)	**
Other Deductions	237	671	1,178	**	**	**
Net Income (Loss) Before Income Taxes	$ 286	$ 620	$ 1,730	**	$ (424)	**
Other Data						
Average Receipt Per Cover	$ 2.95	$ 3.98	$ 5.02	**	$ 3.67	**
Average Daily Seat Turnover	2.7	6.0	10.0	**	4.1	**
Productivity Index	3.47	3.91	4.69	**	3.49	**

**Insufficient data

Ratio to Total Sales					
Net Profit			Net Loss		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
30.3	33.5	36.1	**	31.3	**
63.9	66.5	69.7	**	68.7	**
0.1	0.5	1.2	**	**	**
64.0	66.8	69.7	**	69.5	**
19.6	22.9	25.9	**	26.4	**
1.1	2.6	4.2	**	**	**
1.5	4.3	6.3	**	2.8	**
0.1	0.1	0.3	**	**	**
1.5	4.0	5.1	**	4.7	**
2.7	3.5	4.3	**	4.3	**
1.3	4.4	7.2	**	**	**
1.0	1.4	2.3	**	2.0	**
37.8	42.7	48.6	**	51.0	**
18.4	24.8	29.8	**	14.7	**
3.6	5.4	7.3	**	**	**
0.5	0.8	1.0	**	**	**
0.2	0.3	1.3	**	**	**
0.5	1.0	1.5	**	1.3	**
4.0	6.2	9.3	**	7.5	**
10.3	18.5	24.0	**	4.1	**
0.3	1.4	3.4	**	**	**
2.2	3.4	5.0	**	5.5	**
6.5	12.4	19.3	**	(2.6)	**
4.0	6.5	8.4	**	**	**
5.2%	8.9%	16.0%	**	(6.8)%	**

Exhibit C-5

Limited-Menu No Tableservice Earnings Ratio

	Lower Quartile	Median	Upper Quartile
All Restaurants	4.5	8.3	15.3
Type of Establishment			
Food Only	4.2	9.1	16.6
Food and Beverage	5.0	8.0	9.4
Years in Business			
Under 5 Years	(1.7)	6.6	12.9
5 to 10 Years	4.8	12.4	18.7
Over 10 Years	5.0	8.0	13.7
Location			
Urban	6.3	9.5	16.9
Suburban	2.9	7.4	15.5
Rural	**	**	**
Menu Theme			
Seafood	6.2	11.6	16.7
Sandwiches/Hamburgers***	4.4	6.9	12.8
Mexican	1.3	7.4	17.3
Chicken	8.0	12.8	18.7
Restaurant Located In/Attached To:			
Hotel/Motel	**	**	**
Mall/Shopping Center	(0.9)	7.2	15.8
Office Building	**	**	**
Sole Occupant	4.1	7.5	12.7
Region			
Northeast	**	15.3	**
North Central	1.5	8.7	13.4
South	3.0	8.0	12.6
West	6.0	12.7	17.5
Sales Volume			
Under $400,000	5.3	8.8	13.2
$400,000 to $749,999	2.6	5.3	9.8
$750,000 and Over	6.6	13.4	18.9
Lease Versus Own			
Own Land and Building	4.3	6.9	15.2
Lease Land and Building	2.9	8.2	13.7
Lease Land and Own Building	**	**	**

**Insufficient data

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit C-6
Limited-Menu No Tableservice
Cost Per Dollar of Sales*

	Total Cost of Sales	Total Payroll	Prime Cost
All Restaurants	32.7¢	25.8¢	57.5¢
Years in Business			
Under 5 Years	30.8¢	26.5¢	58.2¢
5 to 10 Years	31.2	27.6	60.5
Over 10 Years	33.6	22.8	57.3
Location			
Urban	34.4¢	25.0¢	60.6¢
Suburban	30.6	24.8	56.5
Rural	**	**	**
Meals Served			
Lunch and Dinner Only	33.1¢	23.7¢	56.6¢
All Meals	33.8	27.0	61.9
Open 24 Hours	30.5	29.7	60.4
Menu Theme			
Seafood	34.4¢	20.6¢	55.6¢
Sandwiches/Hamburgers***	34.6	25.3	58.9
Mexican	29.8	26.5	56.5
Chicken	31.4	29.3	60.7
Region			
Northeast	**	**	**
North Central	**	**	**
South	33.1¢	25.4¢	56.6¢
West	32.7	27.3	57.9
Ownership			
Sole Proprietorship	36.6¢	23.6¢	58.5¢
Partnership	29.6	25.8	55.1
Public Corporation	30.8	28.9	59.7
Private Corporation	33.7	25.0	59.4
Profit Versus Loss			
Net Profit	33.3¢	25.8¢	57.6¢
Net Loss	**	**	**

*All amounts are medians.

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit C-7
Limited-Menu No Tableservice
Number of Employees*

	Number of Employees Per Restaurant		
	Full-Time	Part-Time (20-35 Hours)	Part-Part-Time (Under 20 Hours)
All Restaurants	6.0	9.0	4.0
Type of Establishment			
Food Only	6.0	10.0	4.0
Food and Beverage	6.0	6.0	5.0
Location			
Urban	18.0	10.0	5.0
Suburban	26.0	1.0	5.0
Rural	**	**	**
Menu Theme			
Seafood	4.0	6.0	2.0
Sandwiches/Hamburgers***	6.0	6.0	5.5
Mexican	9.0	14.0	4.0
Chicken	21.0	25.0	3.0
Region			
Northeast	32.5	**	**
North Central	4.0	8.0	3.0
South	7.5	10.0	3.0
West	6.0	8.0	4.5
Sales Volume			
Under $400,000	3.5	4.0	3.0
$400,000 to $749,999	6.0	9.5	4.5
$750,000 & Over	15.0	30.0	5.0
Affiliation			
Single Unit—Independent	3.5	3.0	4.0
Multi-Unit—Company Operated	12.5	10.0	3.0
Multi-Unit—Franchisee Operated	7.0	13.0	3.0
Ownership			
Sole Proprietorship	3.0	4.0	5.5
Partnership	9.0	15.0	**
Public Corporation	50.0	35.0	**
Private Corporation	5.0	7.0	4.0

*All amounts are medians

**Insufficient data

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit C-8
Limited-Menu No Tableservice Employee Information*

	Full-Time Equivalent Employees			Amount Per Full-Time Equivalent Employee		
	Total	Per 100 Restaurant Seats	Per 100 Average Daily Covers	Total Sales	Total Payroll	Index of Productivity
All Restaurants	15.5	22.8	4.4	$32,645	$ 8,189	3.91
Type of Establishment						
Food Only	16.8	30.5	4.3	$32,504	$ 7,992	4.00
Food and Beverage	13.3	15.4	4.5	33,209	8,661	3.81
Profit Versus Loss						
Net Profit	15.3	24.0	4.4	$32,958	$ 8,224	3.91
Net Loss	**	**	**	**	**	3.49
Location						
Urban	14.0	18.8	3.7	$37,394	$ 8,864	4.06
Suburban	20.4	39.8	4.7	29,567	7,080	4.20
Rural	12.5	20.7	4.4	27,242	8,457	3.78
Menu Theme						
Seafood	9.0	13.0	3.9	$47,140	$10,556	4.69
Sandwiches/ Hamburgers***	14.0	19.5	3.3	34,800	8,337	3.96
Mexican	20.6	37.8	5.1	31,167	8,041	3.85
Chicken	47.3	76.3	5.8	25,878	6,247	3.61
Region						
Northeast	**	**	**	**	**	3.39
North Central	11.5	19.2	5.0	$30,545	$ 6,826	4.71
South	15.4	21.6	4.1	34,016	8,438	3.92
West	17.4	27.4	4.9	33,434	8,855	3.73
Sales Volume						
Under $400,000	8.3	12.5	4.3	$33,298	$ 8,155	4.37
$400,000 to $749,999	16.0	21.6	4.6	34,043	8,719	5.94
$750,000 and Over	32.5	63.9	4.2	30,068	7,561	3.65
Affiliation						
Single Unit— Independent	8.5	13.3	4.5	$30,333	$ 7,698	4.27
Multi-Unit— Company Operated	19.0	35.5	4.9	31,474	7,952	3.70
Multi-Unit Franchise Operated	18.5	25.4	4.6	34,286	8,507	4.09
Ownership						
Sole Proprietorship	9.1	13.9	3.9	$28,880	$ 7,118	4.22
Partnership	20.4	36.2	4.8	30,174	7,564	4.03
Public Corporation	**	**	**	**	**	3.47
Private Corporation	13.1	18.9	3.9	36,573	9,253	4.00

*All amounts are medians.

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Exhibit C-9
Limited-Menu No Tableservice
Occupancy Cost, Interest and Depreciation—Amount Per Seat*

		Type of Establishment		Location			Region			
	Total	Food Only	Food and Beverage	Urban	Suburban	Rural	Northeast	North Central	South	West
Rent	$413	$427	$263	$412	$480	••	••	$342	$386	$634
Property Taxes	59	71	43	48	71	••	••	42	62	59
Other Taxes	33	44	17	58	29	••	••	••	27	43
Property Insurance	60	71	38	47	75	••	••	47	74	40
Interest	89	106	82	58	116	••	••	••	96	129
Depreciation	342	383	126	264	404	$145	••	405	276	331

•All amounts are medians.
••Insufficient data.

Exhibit C-10
Limited-Menu No Tableservice
Statement of Income and Expenses—All Restaurants

	All Restaurants					
	Amount Per Seat			Ratio to Sales		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$5,509	$7,455	$13,252	100.0%	100.0%	100.0%
Total Cost of Sales	1,587	2,388	4,205	30.0	33.1	36.4
Gross Profit	3,266	4,890	8,793	63.6	66.9	70.0
Other Income	6	44	97	0.1	0.6	1.5
Total Income	3,451	5,027	8,814	63.9	67.1	70.2
Controllable Expenses						
Payroll	1,082	1,780	3,012	19.2	22.9	26.2
Employee Benefits	81	164	402	1.1	2.6	4.2
Direct Operating Expenses	113	225	633	1.4	4.1	6.2
Music and Entertainment	9	14	23	0.1	0.2	0.4
Advertising and Promotion	104	308	525	1.2	3.6	5.1
Utilities	182	298	397	2.7	3.6	4.3
Administration and General	106	334	660	1.1	4.5	8.1
Repairs and Maintenance	77	107	199	1.0	1.4	2.3
Total Controllable Expenses	2,100	3,553	5,408	37.4	42.9	49.1
Income Before Occupation Costs	1,039	1,774	3,984	17.6	23.9	29.5
Occupation Costs						
Rent	222	413	688	3.6	5.4	7.5
Property Taxes	35	59	92	0.4	0.8	1.0
Other Taxes	15	33	74	0.2	0.3	1.3
Property Insurance	40	60	141	0.5	1.0	1.5
Total Occupation Costs	225	508	888	4.0	6.3	9.7
Income Before Interest and Depreciation	567	1,264	3,215	9.8	17.9	23.7
Interest	16	89	338	0.3	1.6	3.5
Depreciation	148	342	462	2.3	3.5	5.1
Restaurant Profit	$ 290	$ 791	$ 1,830	5.4%	11.0%	18.7%

Exhibit C-11
Limited-Menu No Tableservice
Statement of Income and Expenses—Amount Per Square Foot

	All Restaurants			Menu Theme*			Location*		
	Lower Quartile	Median	Upper Quartile	Sandwiches/ Hamburgers***	Mexican	Chicken	Urban	Suburban	Rural
Total Sales	$157	$256	$345	$207	$321	$276	$271	$253	$120
Gross Profit	$102	$169	$229	$130	$216	$175	$176	$171	$ 82
Occupation Costs									
Rent	$ 8.55	$ 12.17	$ 18.75	$ 16.58	$ 13.68	$ 8.53	$ 16.59	$ 11.91	**
Property Taxes	.86	1.85	2.63	.94	2.55	1.74	1.34	2.00	**
Other Taxes	.42	.90	1.40	.99	**	.90	1.01	.80	**
Property Insurance	1.08	1.76	4.08	1.76	3.95	1.58	1.68	2.14	**
Total Occupation Costs	$ 7.41	$ 16.11	$ 24.63	$ 15.89	$ 19.72	$ 8.34	$ 18.00	$ 16.10	$ 6.78

*All amounts are medians and do not necessarily add to totals shown.

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Region*				Sales Volume*		
Northeast	North Central	South	West	Under $400,000	$400,000-$749,999	$750,000 and Over
$259	$120	$271	$270	$166	$255	$330
$169	$ 82	$175	$174	$ 97	$161	$225
$ **	$ 6.85	$ 12.14	$ 16.35	$ 9.82	$ 12.60	$ 16.84
**	.45	1.92	1.51	1.26	1.91	2.09
**	**	.92	.75	.92	.68	1.00
**	1.14	2.31	1.62	1.28	3.58	1.96
$ 7.33	$ 3.98	$ 16.80	$ 17.19	$ 10.44	$ 16.11	$ 19.47

Exhibit C-12
Limited-Menu No Tableservice
Statement of Income and Expenses—Amount Per Seat

	Years in Business								
	Under 5 Years			5 to 10 Years			Over 10 Years		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$3,421	$6,203	$11,557	$7,320	$10,483	$14,420	$4,301	$6,159	$12,655
Total Cost of Sales	1,042	2,016	3,909	2,388	3,502	4,508	1,336	2,051	3,838
Gross Profit	2,060	4,187	6,559	4,661	7,314	9,986	2,728	4,018	8,226
Other Income	**	**	**	**	44	**	25	75	162
Total Income	2,067	4,233	6,559	4,661	7,318	9,986	3,029	4,093	8,226
Controllable Expenses									
Payroll	667	1,600	2,153	1,696	2,465	3,356	959	1,301	2,561
Employee Benefits	69	99	270	82	355	437	71	153	310
Direct Operating Expenses	86	147	557	147	482	696	113	192	470
Music and Entertainment	9	12	21	10	18	50			
Advertising and Promotion	39	247	398	112	318	697	102	330	474
Utilities	148	308	358	287	329	440	161	216	467
Administrative and General	112	347	618	114	265	899	69	333	571
Repairs and Maintenance	36	115	175	82	129	282	64	105	216
Total Controllable Expenses	1,365	2,817	4,024	3,415	4,503	6,302	1,983	2,989	4,446
Income Before Occupation Costs	746	1,193	2,578	1,448	2,401	4,132	696	1,554	3,228
Occupation Costs									
Rent	160	363	616	243	423	652	224	413	841
Property Taxes	23	56	87	47	75	98	19	44	112
Other Taxes	8	17	51	16	37	138	17	41	96
Property Insurance	40	102	135	43	59	191	35	61	178
Total Occupation Costs	261	532	812	275	562	937	154	347	933
Income Before Interest and Depreciation	328	724	1,723	1,037	2,136	3,216	527	1,001	1,966
Interest	77	209	519	3	10	773	23	88	177
Depreciation	110	360	660	301	419	491	128	187	361
Restaurant Profit	$ (21)	$ 258	$ 748	$ 760	$ 1,270	$ 2,482	$ 296	$ 619	$ 1,279

**Insufficient data

Location					
Urban			Suburban		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$4,800	$6,863	$13,252	$5,805	$9,957	$13,833
1,587	2,350	4,162	1,789	2,905	4,509
3,244	4,543	8,612	4,200	6,559	9,628
50	96	464	3	28	98
3,451	4,583	8,674	4,233	6,559	9,628
1,018	1,377	3,012	1,610	2,224	3,151
141	266	504	76	145	395
105	257	598	134	280	677
	11		9	19	23
126	345	577	107	337	663
186	289	415	246	349	478
68	231	623	139	510	822
79	106	173	80	133	287
2,025	2,845	5,339	3,041	4,024	5,979
1,027	1,737	3,894	1,133	2,022	3,709
250	412	1,127	208	480	622
20	48	92	43	71	98
21	58	157	13	29	45
37	47	158	43	75	168
279	524	1,630	265	616	888
529	1,243	3,157	631	1,534	2,835
19	58	119	7	116	553
148	264	461	164	404	501
$ 375	$ 840	$ 2,236	$ 296	$1,000	$ 2,181

Exhibit C-13

Limited-Menu No Tableservice

Statement of Income and Expenses—Ratio to Total Sales

	Years in Business								
	Under 5 Years			5 to 10 Years			Over 10 Years		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Cost of Sales	29.3	32.9	38.0	30.1	31.2	34.4	30.0	33.6	36.6
Gross Profit	62.0	67.1	70.7	65.6	67.8	69.9	63.4	66.4	70.0
Other Income	**	0.4	**	**	0.3	**	0.3	1.1	1.9
Total Income	62.0	67.2	70.7	65.9	67.9	69.9	63.5	66.5	70.3
Controllable Expenses									
Payroll	18.0	23.0	26.3	20.4	24.2	26.1	18.8	22.1	27.4
Employee Benefits	1.0	2.9	4.1	1.1	3.6	4.4	1.3	2.6	3.7
Direct Operating Expenses	1.4	2.4	5.0	1.1	5.0	6.2	1.6	4.2	6.4
Music and Entertainment	0.1	0.2	0.4	0.1	0.1	0.5	**	**	**
Advertising and Promotion	1.0	2.8	5.1	1.5	4.5	5.1	1.0	4.0	5.7
Utilities	3.0	3.8	5.1	2.6	3.1	4.0	2.6	3.8	4.6
Administrative and General	0.8	5.0	8.9	1.3	2.3	7.1	1.0	3.9	8.1
Repairs and Maintenance	0.9	1.5	2.3	1.0	1.2	2.1	1.0	1.6	2.4
Total Controllable Expenses	34.5	42.7	47.9	38.2	43.2	47.8	36.7	42.4	51.1
Income Before Occupation Costs	16.5	22.2	29.7	19.6	25.8	30.4	17.1	23.3	29.2
Occupation Costs									
Rent	4.9	6.9	8.9	2.7	4.1	6.1	3.7	5.5	7.3
Property Taxes	0.4	0.7	1.1	0.5	0.7	0.9	0.2	0.9	1.2
Other Taxes	0.2	0.4	0.6	0.2	0.3	1.2	0.3	0.4	2.2
Property Insurance	0.7	1.1	1.6	0.5	0.6	1.2	0.6	1.2	1.9
Total Occupation Costs	6.2	9.7	10.8	3.5	5.7	8.3	3.1	6.0	9.6
Income Before Interest and Depreciation	8.3	13.5	20.8	13.0	20.6	24.5	9.6	14.4	23.5
Interest	1.3	3.2	6.3	N	0.2	5.6	0.6	1.5	3.0
Depreciation	2.9	4.3	7.1	2.2	3.5	5.0	2.0	3.0	4.9
Restaurant Profit	1.3%	6.6%	12.9%	8.2%	12.8%	20.6%	5.2%	8.9%	19.4%

**Insufficient data.
N—Negligible.

Location					
Urban			Suburban		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
32.6	34.1	38.0	29.3	30.8	34.6
62.0	65.9	67.4	65.4	69.2	70.7
0.6	1.3	1.9	0.1	0.3	1.0
62.2	66.3	67.4	65.8	69.2	70.7
18.7	21.9	25.8	19.6	22.6	25.5
2.1	2.6	4.2	0.8	2.7	4.3
1.4	2.0	5.3	1.4	5.0	6.3
**	0.1	**	0.1	0.2	0.3
1.5	4.8	5.8	1.1	3.0	5.0
2.5	3.8	5.0	2.7	3.2	4.1
0.8	1.6	8.2	1.4	5.0	8.1
1.0	1.2	1.9	0.9	1.5	2.4
36.9	39.4	47.6	38.3	43.4	48.7
18.4	24.8	30.1	19.0	24.8	29.6
4.1	6.0	8.4	3.2	4.7	7.4
0.2	0.7	1.0	0.5	0.8	1.1
0.2	0.4	2.4	0.2	0.3	0.6
0.5	1.1	1.7	0.5	0.9	1.5
4.5	7.7	10.8	4.1	6.1	9.6
9.4	17.4	24.1	9.9	19.1	24.2
0.3	0.7	2.2	0.1	1.7	4.3
1.5	3.0	4.6	2.5	3.9	5.8
6.5%	12.6%	20.7%	5.2%	12.3%	18.2%

Exhibit C-14
Limited-Menu No Tableservice
Statement of Income and Expenses—Amount Per Seat

	Affiliation								
	Single Unit Independent			Multi-Unit Company Operated			Multi-Unit Franchisee Operated		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$2,676	$3,440	$6,961	$5,382	$7,828	$13,247	$6,239	$9,957	$14,420
Total Cost of Sales	785	1,269	2,362	1,392	2,471	3,856	2,161	3,652	4,517
Gross Profit	1,589	2,113	4,742	3,470	5,395	9,154	4,199	6,263	9,873
Other Income	**	68	**	3	18	112	**	**	**
Total Income	1,602	2,198	5,125	3,487	5,396	9,165	4,199	6,263	9,887
Controllable Expenses									
Payroll	426	952	2,444	1,152	2,074	2,681	1,304	2,038	3,332
Employee Benefits	8	82	252	106	361	434	86	158	456
Direct Operating Expenses	67	221	543	200	482	649	99	154	667
Music and Entertainment	**	**	**	**	**	**	11	19	37
Advertising and Promotion	15	43	104	75	126	189	337	446	725
Utilities	80	160	297	207	320	490	239	319	509
Administrative and General	30	351	596	130	166	333	98	552	899
Repairs and Maintenance	32	91	189	71	92	123	104	166	282
Total Controllable Expenses	877	1,510	4,017	2,361	3,608	4,708	2,875	4,147	6,269
Income Before Occupation Costs	491	743	1,990	1,058	1,782	3,573	1,422	2,078	4,058
Occupation Costs									
Rent	137	242	588	180	332	1,064	277	435	730
Property Tax	15	37	150	41	53	90	40	66	97
Other Taxes	**	19	**	10	22	43	27	46	136
Property Insurance	25	51	267	40	55	112	46	103	189
Total Occupation Costs	129	253	610	174	338	901	365	722	1,016
Income Before Interest and Depreciation	287	546	1,094	567	1,476	2,736	997	1,477	3,187
Interest	19	36	82	3	13	150	90	545	860
Depreciation	57	126	172	158	402	453	229	380	557
Restaurant Profit	$ 143	$ 331	$2,102	$ 296	$ 956	$ 2,181	$ 597	$1,069	$ 2,387

**Insufficient data.

Sales Volume ($000)								
Under $400			$400 to $749			$750 and Over		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$2,725	$4,179	$5,888	$5,776	$7,368	$13,408	$9,451	$12,997	$16,423
903	1,597	2,029	1,700	2,439	4,095	2,869	3,911	5,152
1,706	2,801	3,977	3,999	4,852	8,958	6,303	8,409	11,892
3	31	110	**	66	**	2	26	392
1,706	3,195	4,144	4,008	4,852	8,958	6,303	8,409	11,892
531	996	1,588	1,299	1,778	3,113	2,127	2,749	3,563
37	90	139	77	175	284	190	419	643
70	146	553	118	196	607	142	482	710
**	**	**	5	19	37	**	15	**
30	103	330	250	410	660	116	290	769
82	199	301	186	293	496	299	349	573
41	157	506	340	644	942	106	183	606
32	99	134	79	134	275	92	131	236
1,115	1,767	2,936	2,613	3,578	5,919	3,802	4,699	6,741
597	1,141	1,706	1,060	1,751	2,969	2,098	3,556	7,696
113	242	390	286	435	653	271	730	1,618
19	40	85	30	65	96	37	64	98
7	20	138	15	33	102	23	38	53
25	47	72	43	103	208	40	62	177
134	269	514	295	676	900	309	795	1,809
395	672	1,287	462	1,018	2,074	1,613	2,967	5,796
32	121	277	45	184	545	3	10	164
83	156	221	148	322	466	383	434	548
$ 168	$ 348	$ 937	$ 190	$ 609	$ 1,358	$ 987	$ 2,173	$ 3,606

Exhibit C-15
Limited-Menu—No Tableservice
Statement of Income and Expenses—Ratio to Total Sales

	Affiliation								
	Single Unit Independent			Multi-Unit Company Operated			Multi-Unit Franchisee Operated		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Cost of Sales	31.9	34.5	39.7	28.1	30.9	37.1	30.5	33.3	34.8
Gross Profit	60.3	65.6	68.1	62.9	69.1	71.9	65.2	66.7	69.5
Other Income	**	1.0	**	0.1	0.4	1.2	**	**	**
Total Income	60.3	65.8	69.1	65.7	69.1	72.3	65.9	66.7	69.5
Controllable Expenses									
Payroll	15.2	23.3	28.7	19.9	23.6	27.2	18.7	22.3	24.8
Employee Benefits	0.2	2.8	4.5	2.5	4.1	5.4	0.8	2.3	3.7
Direct Operating Expenses	1.9	5.3	7.8	2.5	5.2	6.2	1.1	1.5	5.5
Music and Entertainment	**	**	**	**	**	**	0.1	0.2	0.3
Advertising and Promotion	0.5	1.0	2.8	0.8	1.3	2.2	4.8	5.1	5.4
Utilities	2.4	3.1	5.2	2.8	3.7	4.3	2.6	3.5	4.2
Administrative and General	0.6	5.1	10.9	0.9	1.6	4.9	1.1	5.0	8.1
Repairs and Maintenance	0.9	1.8	2.8	0.7	1.0	1.8	1.1	1.6	2.4
Total Controllable Expenses	30.0	40.2	52.8	36.9	44.3	49.9	37.5	42.1	47.9
Income Before Occupation Costs	15.2	23.3	33.8	15.2	23.3	33.8	18.1	25.9	30.3
Occupation Costs									
Rent	4.4	6.6	8.9	2.0	5.2	8.6	3.3	4.5	6.6
Property Taxes	0.7	1.0	1.3	0.3	0.8	1.0	0.4	0.6	1.0
Other Taxes	**	0.5	**	0.2	0.3	0.6	0.2	0.3	1.3
Property Insurance	0.7	1.2	1.8	0.5	0.5	0.8	0.5	1.0	1.5
Total Occupation Costs	3.9	7.0	10.0	2.1	6.1	10.8	4.9	6.2	8.3
Income Before Interest and Depreciation	9.0	19.8	24.0	9.0	19.8	24.0	10.4	19.8	24.4
Interest	0.5	1.1	3.2	N	0.3	2.5	0.9	3.6	6.2
Depreciation	1.3	2.9	5.0	2.9	3.8	5.0	2.4	3.4	5.0
Restaurant Profit	5.0%	11.0%	18.8%	6.9%	12.8%	19.2%	5.9%	12.1%	20.7%

**Insufficient data.

Sales Volume ($000)								
Under $400			$400 to $749			$750 and Over		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
32.0	34.7	39.8	29.4	33.1	35.6	29.9	31.4	33.7
60.3	65.3	68.0	64.4	66.9	70.6	66.3	68.6	70.1
0.1	0.4	1.6	**	0.7	**	0.1	0.5	1.2
60.5	65.5	68.7	64.4	66.9	70.7	66.8	68.6	70.3
18.2	21.2	28.6	19.1	23.4	25.7	21.1	23.8	25.3
0.9	2.5	3.3	0.9	2.3	3.6	2.1	4.1	4.7
1.9	4.1	6.4	1.3	3.2	5.9	1.3	4.9	6.2
**	**	**	0.1	0.2	0.3		0.1	
0.7	2.5	4.8	3.6	5.1	5.4	1.3	3.0	5.0
2.8	4.0	5.3	2.9	3.7	4.3	2.5	3.1	3.9
0.5	1.4	8.7	5.2	6.9	8.9	0.9	1.8	5.0
0.8	1.6	2.4	1.2	1.9	2.8	0.9	1.1	1.3
32.5	39.8	50.2	40.9	47.6	51.3	36.9	42.3	47.8
15.9	23.3	30.2	15.2	21.2	27.9	19.6	26.4	32.9
4.2	6.2	7.6	3.5	5.1	6.4	2.5	5.1	8.0
0.5	0.9	1.2	0.5	0.8	1.1	0.3	0.5	0.9
0.2	0.4	2.4	0.2	0.3	1.8	0.2	0.3	0.4
0.5	1.1	1.8	0.7	1.4	1.6	0.5	0.6	1.2
3.9	7.7	10.0	5.0	6.2	9.2	3.3	5.7	9.9
10.3	15.9	23.2	7.9	13.9	21.4	13.5	21.2	25.3
1.2	2.4	3.3	0.5	3.3	5.8	N	0.3	2.3
1.6	3.8	5.4	2.0	3.0	5.1	2.7	3.5	5.0
6.1%	10.6%	18.8%	3.3%	8.0%	13.9%	7.5%	16.3%	20.9%

Exhibit C-16

Limited Menu No Tableservice
Statement of Income and Expenses—Amount Per Seat

	Menu Theme					
	Seafood			Sandwiches/Hamburgers***		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$4,753	$5,856	$8,045	$3,743	$6,268	$12,471
Total Cost of Sales	1,408	2,003	3,257	1,256	2,209	3,669
Gross Profit	3,126	4,011	4,804	2,228	4,235	7,683
Other Income	**	**	**	9	31	84
Total Income	3,126	4,011	4,804	2,252	4,235	7,683
Controllable Expenses						
Payroll	905	1,114	1,608	774	1,522	3,032
Employee Benefits	**	154	**	71	118	260
Direct Operating Expenses	**	126	**	115	218	705
Music and Entertainment	**	**	**	**	**	**
Advertising and Promotion	**	383	**	57	243	530
Utilities	**	207	**	150	252	399
Administrative and General	**	**	**	118	360	685
Repairs and Maintenance	**	103	**	61	104	192
Total Controllable Expenses	**	2,142	**	1,511	3,323	5,345
Income Before Occupation Costs	1,099	1,559	3,646	638	1,219	2,605
Occupation Costs						
Rent	**	**	**	239	535	996
Property Taxes	**	**	**	16	38	69
Other Taxes	**	**	**	11	17	43
Property Insurance	**	**	**	32	62	191
Total Occupation Costs	38	321	610	154	522	1,075
Income Before Interest and Depreciation	687	1,255	3,561	457	741	1,505
Interest	**	**	**	32	88	150
Depreciation	**	182	**	120	209	424
Restaurant Profit	$ **	$ 963	$ **	$ 261	$ 403	$ 775

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Menu Theme					
Mexican			Chicken		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
$6,737	$13,062	$16,182	$7,411	$10,484	$13,458
2,201	3,910	4,588	2,304	3,169	4,532
4,535	9,230	11,477	4,990	7,314	9,252
••	••	••	••	48	••
5,229	9,230	11,477	4,990	7,318	9,263
1,610	2,998	3,747	1,866	2,256	2,980
72	115	493	321	407	508
90	138	243	494	663	754
10	20	37	••	••	••
304	590	787	112	174	369
272	385	587	302	329	468
167	614	856	114	183	1,385
126	175	330	79	99	326
3,041	5,059	6,430	3,213	4,223	6,303
1,958	3,863	5,736	1,634	2,078	4,196
329	512	645	190	271	1,064
62	83	97	42	64	97
••	••	••	24	45	164
40	131	202	47	55	75
542	791	984	204	320	977
1,356	3,048	4,630	1,319	1,657	3,095
408	556	869	2	3	10
337	384	629	403	438	537
$ 453	$ 1,830	$ 3,515	$ 798	$ 1,219	$ 2,255

Exhibit C-17

Limited Menu No Tableservice

Statement of Income and Expenses—Ratio to Total Sales

	Menu Theme					
	Seafood			Sandwiches/Hamburgers***		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Cost of Sales	33.6	34.1	35.7	30.7	34.7	38.0
Gross Profit	64.3	65.9	66.4	62.0	65.3	69.3
Other Income	**	**	**	0.1	0.4	1.5
Total Income	64.3	65.9	66.4	62.0	65.5	69.3
Controllable Expenses						
Payroll	17.4	18.7	20.3	20.6	22.9	26.0
Employee Benefits	**	2.5	**	1.3	2.9	3.9
Direct Operating Expenses	**	2.0	**	1.9	3.6	6.4
Music and Entertainment	**	**	**	**	0.1	**
Advertising and Promotion	**	7.0	**	0.8	3.1	5.1
Utilities	**	3.5	**	2.6	3.5	4.5
Administrative and General	**	1.3	**	0.9	5.0	8.4
Repairs and Maintenance	1.3	1.6	2.0	0.8	1.1	2.4
Total Controllable Expenses	32.7	37.3	50.4	38.2	47.4	49.9
Income Before Occupation Costs	18.6	26.8	30.7	15.0	20.0	25.6
Occupation Costs						
Rent	**	4.6	**	5.4	6.8	9.5
Property Taxes	**	**	**	0.2	0.6	1.0
Other Taxes	**	**	**	0.2	0.3	0.9
Property Insurance	**	**	**	0.5	1.1	1.8
Total Occupation Costs	3.9	5.1	7.4	3.2	8.3	11.3
Income Before Interest and Depreciation	14.2	21.6	26.2	8.9	12.7	20.6
Interest	**	**	**	0.5	1.7	3.2
Depreciation	**	3.0	**	2.1	3.5	4.9
Restaurant Profit	8.9%	18.5%	22.4%	4.4%	8.0%	12.9%

**Insufficient data.

***Sandwiches/hamburgers includes specialty sandwiches, salad bar, hamburgers, pizza, subs and deli.

Menu Theme					
Mexican			Chicken		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
28.5	29.8	32.4	30.3	31.6	33.8
67.6	70.2	71.5	66.2	68.4	69.7
**	**	**	**	0.4	**
67.6	70.4	71.5	66.7	68.4	69.7
21.8	23.4	25.3	18.1	24.2	27.3
0.6	1.1	4.2	2.3	3.8	4.9
0.9	1.1	1.5	5.8	6.2	7.3
0.1	0.2	0.3	**	**	**
4.6	5.0	5.1	1.0	1.6	4.5
2.6	3.5	4.1	2.9	3.9	4.6
0.8	5.2	7.9	1.4	1.8	8.0
1.1	2.1	2.7	0.9	1.2	2.0
37.0	41.0	46.9	38.8	43.8	48.5
22.3	28.6	33.2	19.6	24.8	27.7
3.7	4.3	6.3	2.0	3.4	5.8
0.6	0.8	1.0	0.5	0.7	0.9
			0.2	0.3	2.4
0.6	1.4	1.6	0.5	0.6	0.9
14.7	22.5	26.8	2.4	4.0	7.6
5.4	6.2	9.0	13.5	19.8	23.8
3.2	5.8	7.0	N	N	0.1
2.2	2.8	5.3	3.3	4.2	5.7
6.9%	12.5%	21.5%	8.0%	13.5%	18.7%

Exhibit C-18

Limited-Menu No Tableservice

Statement of Income and Expenses—Ratio to Total Sales

	Region		
	North Central		
	Lower Quartile	Median	Upper Quartile
Total Sales	100.0%	100.0%	100.0%
Total Cost of Sales	31.9	33.3	37.7
Gross Profit	62.3	66.7	68.1
Other Income	**	**	**
Total Income	62.3	66.7	69.3
Controllable Expenses			
Payroll	18.8	20.7	28.0
Employee Benefits	**	**	**
Direct Operating Expenses	6.4	7.8	11.0
Music and Entertainment	**	**	**
Advertising and Promotion	1.9	5.1	5.7
Utilities	1.9	3.5	5.0
Administrative and General	**	**	**
Repairs and Maintenance	0.9	1.2	1.8
Total Controllable Expenses	38.6	42.7	53.6
Income Before Occupation Costs	15.4	23.3	27.8
Occupation Costs			
Rent	**	4.8	**
Property Taxes	0.5	0.8	1.2
Other Taxes	**	2.3	**
Property Insurance	0.6	0.8	1.1
Total Occupation Costs	3.4	7.6	12.2
Income Before Interest and Depreciation	9.0	20.4	21.5
Interest			
Depreciation	2.2	4.9	6.9
Restaurant Profit	4.4%	9.3%	17.2%

**Insufficient data.

Region					
South			West		
Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
30.0	33.7	36.1	28.5	32.7	38.2
64.0	66.3	70.0	61.8	67.3	71.6
0.1	0.4	0.9	••	••	••
64.0	66.7	70.2	61.8	67.3	73.0
19.2	23.3	26.5	19.4	23.1	25.5
1.0	2.5	3.7	2.1	3.9	4.2
1.4	2.1	5.4	1.0	4.2	6.0
0.1	0.2	0.4	••	••	••
1.1	3.8	5.1	2.7	4.0	5.1
2.9	3.7	4.5	2.4	3.1	3.9
1.3	5.0	8.3	0.8	1.1	6.1
1.0	1.6	2.4	0.9	1.4	2.8
38.1	44.2	49.8	34.3	38.7	48.1
17.3	22.0	28.6	20.2	28.5	31.5
3.6	5.8	7.6	4.5	5.4	6.4
0.3	0.7	0.9	0.2	0.8	1.4
0.2	0.3	0.6	••	0.3	••
0.5	1.1	1.5	0.1	1.0	1.8
4.5	6.5	9.8	4.9	6.2	9.7
9.3	14.2	23.3	13.6	21.6	24.7
0.3	2.0	4.4	1.1	1.9	3.3
2.4	3.2	4.4	1.5	3.4	5.1
5.0%	8.8%	16.3%	7.6%	16.8%	21.0%

Exhibit C-19
Limited-Menu No Tableservice
Statement of Income and Expenses—Amount Per Seat

	Region								
	North Central			South			West		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$5,640	$6,791	$9,581	$4,608	$7,125	$13,313	$4,208	$12,655	$16,836
Total Cost of Sales	1,791	2,222	3,686	1,506	2,338	3,973	1,432	3,911	5,195
Gross Profit	3,849	4,568	5,501	3,173	4,598	8,958	2,475	8,078	11,723
Other Income	**	**	**	4	24	82	**	**	**
Total Income	3,914	4,568	5,501	3,249	4,661	8,958	2,499	8,078	11,785
Controllable Expenses									
Payroll	1,163	1,318	1,783	979	1,728	3,032	1,067	2,444	3,754
Employee Benefits	**	**	**	82	151	307	69	333	942
Direct Operating Expenses	228	638	739	102	156	396	92	345	703
Music and Entertainment	**	**	**	10	18	23	**	**	**
Advertising and Promotion	306	349	474	103	268	573	131	361	941
Utilities	164	293	326	196	287	397	122	302	573
Administrative and General	**	**	**	113	412	822	80	168	337
Repairs and Maintenance	63	94	125	79	107	213	75	135	330
Total Controllable Expenses	2,564	2,845	3,848	1,983	3,323	5,497	1,732	4,446	6,741
Income Before Occupation Costs	870	1,653	2,083	903	1,584	3,314	994	3,536	4,404
Occupation Costs									
Rent	**	342	**	210	386	645	540	634	1,215
Property Taxes	**	42	**	37	62	92	**	59	**
Other Taxes	**	**	**	15	28	49	**	43	**
Property Insurance	41	47	121	43	74	182	26	40	134
Total Occupation Costs	255	540	1,117	233	434	832	274	793	1,499
Income Before Interest and Depreciation	536	866	1,544	417	1,099	2,728	662	2,314	3,505
Interest	**	**	**	16	96	527	33	129	184
Depreciation	135	405	1,276	120	276	448	153	331	458
Restaurant Profit	$ 257	$ 436	$1,168	$ 199	$ 780	$ 1,379	$ 344	$ 1,648	$ 3,004

**Insufficient data.

SECTION D—CAFETERIAS

This is the first year that information on cafeterias has been published. Due to a small sample size, only general information is presented on these establishments. The majority of cafeterias, almost two-thirds, primarily serve food only. The median number of full-time equivalent employees in 1986 was 27.5 persons. Total sales per employee were $30,286, while total payroll expenditures per employee were $9,510. Total sales per seat in 1986 were $2,920. Cafeterias serving food and alcoholic beverage had much higher sales per sea' than cafeteria operations serving food only, $3,723 versus $2,724. The median restaurant profit at all cafeterias was $207 per seat or 6.3 percent of sales. The median for directing operating expenses was $157 per seat. The median for payroll expenditures per seat at food only cafeterias was $954 compared with $697 at cafeterias serving both food and beverages. The median for occupation costs per square foot was $8.93 in 1986. Median gross profit per square foot was $78.

Highlights

- The median check was $4.81, and the average daily seat turnover was 2.1.
- Total sales per full-time equivalent employee was $30,286 with a productivity index of 3.08.
- Median total sales were $122 per square foot—or $2,920 as an amount per seat.
- Restaurant profit was 6.3 percent in 1986.
- The median total cost of sales was $1,148 per seat, or 35.4 percent as a ratio to total sales.

Characteristics

- The majority of cafeterias are owned by private corporations.
- Sales volume appears to be evenly distributed above and below $750,000.
- Occupies an average of 7,906 square feet of space.
- Only a small percentage offer both food and beverage.

Exhibit D-1
Composition of Participating Cafeteria—Full Menu Restaurants

	Percentage of Respondents
Type of Establishment:	
Food Only	65.5%
Food and Beverage	34.5
Sales Volume	
Under $750,000	51.7%
$750,000 and Over	48.3

Exhibit D-2
Cafeteria—Full Menu
Average Check

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	$3.26	$4.81	$6.37
Type of Establishment			
Food Only	$3.56	$4.81	$5.58
Food and Beverage	••	4.80	••
Sales Volume			
Under $750,000	$2.91	$4.13	$5.61
$750,000 and Over	4.35	4.85	9.16

••Insufficient data.

Exhibit D-3
Cafeteria—Full Menu
Average Daily Seat Turnover

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	0.8	2.1	3.7
Type of Establishment			
Food Only	0.5	1.9	5.0
Food and Beverage	••	2.3	••
Sales Volume			
Under $750,000	0.8	1.4	3.4
$750,000 and Over	0.8	2.8	5.1

••Insufficient data.

Exhibit D-4
Cafeteria—Full Menu
Earnings Ratio

	Total		
	Lower Quartile	Median	Upper Quartile
All Restaurants	(0.3)%	6.3%	16.4%
Type of Establishment			
Food Only	2.1%	11.7%	17.2%
Food and Beverage	**	**	**
Sales Volume			
Under $750,000	(2.8)%	4.2%	21.9%
$750,000 and Over	**	10.9	**

**Insufficient data.

Exhibit D-5
Cafeteria—Full Menu
Cost Per Dollar of Sales*

	Total Cost of Sales	Total Payroll	Prime Cost
All Restaurants	35.4¢	35.0¢	70.1¢
Type of Establishment			
Food Only	35.2¢	31.1¢	67.5¢
Food and Beverage	**	**	**
Sales Volume			
Under $750,000	37.0¢	32.8¢	69.8¢
$750,000 and Over	34.2	36.1	70.3

*All amounts are medians.
**Insufficient data.

Exhibit D-6
Cafeteria—Full Menu
Number of Employees*

	Number of Employees Per Restaurant		
	Full-Time	Part-Time (20–35 Hours)	Part-Part-Time (Under 20 Hours)
All Restaurants	20.0	10.0	8.5
Type of Establishment			
Food Only	20.0	10.0	10.0
Food and Beverage	23.5	**	**
Sales Volume			
Under $750,000	5.5	5.0	6.0
$750,000 and Over	40.0	17.5	12.0

*All amounts are medians.
**Insufficient data.

Exhibit D-7
Cafeteria—Full Menu
Employee Information*

	Full-Time Equivalent Employees			Amount Per Full-Time Equivalent Employee		
	Total	Per 100 Restaurant Seats	Per 100 Average Daily Covers	Total Sales	Total Payroll	Index of Productivity
All Restaurants	27.5	12.2	5.5	$30,286	$ 9,510	3.08
Type of Establishment						
Food Only	29.0	10.0	5.3	$31,099	$10,086	3.37
Food and Beverage	27.4	17.2	7.3	27,275	9,202	2.90
Sales Volume						
Under $750,000	13.0	8.7	5.7	$26,992	$ 8,066	3.40
$750,000 and Over	47.5	14.8	5.5	33,114	11,164	2.81

*All amounts are medians.

Exhibit D-8
Cafeteria—Full Menu
Occupancy Costs, Interest and Depreciation—Amount Per Seat

	All Establishments		
	Lower Quartile	Median	Upper Quartile
Rent	$177	$261	$497
Property Taxes	**	17	**
Other Taxes	6	33	65
Property Insurance	15	28	56
Interest	16	87	199
Depreciation	61	147	259

**Insufficient data.

Exhibit D-9

Cafeteria—Full Menu

Statement of Income and Expenses—Amount Per Square Foot

	All Restaurants			Sales Volume*	
	Lower Quartile	Median	Upper Quartile	Under $750,000	$750,000 & Over
Total Sales	$82	$122	$239	$101	$203
Gross Profit	$48	$ 78	$158	$ 58	$121
Occupation Costs					
Rent	$ 5.05	$ 9.52	$ 15.42	$ 9.50	$ 10.57
Property Taxes	**	**	**	**	**
Other Taxes	.17	1.46	2.89	**	**
Property Insurance	.69	.97	2.72	.90	**
Total Occupation Costs	$ 5.62	$ 8.93	$ 15.08	$ 6.54	$ 13.22

*All amounts are medians.

**Insufficient data.

Exhibit D-10
Cafeteria—Full Menu
Statement of Income and Expenses—All Restaurants

	All Restaurants					
	Amount Per Seat			Ratio to Sales		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$2,050	$2,920	$6,592	100.0%	100.0%	100.0%
Total Cost of Sales	807	1,148	2,295	32.4	36.2	43.0
Gross Profit	1,263	1,979	4,205	57.0	63.8	67.6
Other Income	12	20	117	0.2	0.6	10.6
Total Income	1,305	2,125	4,826	57.8	65.5	68.8
Controllable Expenses						
Payroll	617	919	1,509	22.7	29.4	36.5
Employee Benefits	56	111	239	2.0	4.1	7.5
Direct Operating Expenses	85	157	413	3.2	4.9	8.1
Music and Entertainment	**	**	**	**	**	**
Advertising and Promotion	20	47	225	0.7	1.4	2.3
Utilities	74	141	263	2.6	3.5	6.7
Administrative and General	28	85	137	1.1	2.4	3.8
Repairs and Maintenance	17	33	93	0.6	0.9	1.7
Total Controllable Expenses	911	1,305	4,060	41.9	45.1	53.5
Income Before Occupation Costs	322	609	1,658	11.9	18.9	23.4
Occupation Costs						
Rent	177	261	497	4.2	5.5	8.6
Property Taxes	**	17	**	**	0.5	**
Other Taxes	6	33	65	0.2	1.7	3.3
Property Insurance	15	28	56	0.7	1.2	1.6
Total Occupation Costs	150	254	501	5.0	12.0	11.2
Income Before Interest and Depreciation	156	432	1,172	4.7	12.0	18.6
Interest	16	87	199	0.2	1.6	4.6
Depreciation	61	147	259	1.1	2.2	3.9
Restaurant Profit	$ (22)	$ 207	$1,022	(0.3)%	6.3%	16.4%

**Insufficient data.

Exhibit D-11

Cafeteria—Full Menu

Statement of Income and Expenses—Amount Per Seat

	Sales Volume					
	Under $750,000			$750,000 and Over		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	$1,989	$2,329	$4,130	$2,261	$4,964	$10,284
Total Cost of Sales	707	947	1,813	876	2,006	3,166
Gross Profit	1,235	1,323	2,378	1,289	2,994	6,552
Other Income	**	**	**	**	23	**
Total Income	1,257	1,363	4,156	1,327	3,001	6,569
Controllable Expenses						
Payroll	527	707	1,174	528	1,149	2,420
Employee Benefits	44	87	129	79	173	711
Direct Operating Expenses	63	134	292	75	314	527
Music and Entertainment	**	**	**			
Advertising and Promotion	12	32	53	38	105	267
Utilities	69	137	156	88	201	272
Administrative and General	21	50	101	82	130	340
Repairs and Maintenance	11	30	57	27	84	100
Total Controllable Expenses	883	1,118	1,878	1,458	2,136	4,563
Income Before Occupation Costs	322	447	1,908	390	762	1,509
Occupation Costs						
Rent	**	220	**	**	402	**
Property Taxes	**	**	**	**	**	**
Other Taxes	**	**	**	**	**	**
Property Insurance	15	24	44	**	**	**
Total Occupation Costs	66	231	355	**	486	**
Income Before Interest and Depreciation	34	310	1,655	**	528	**
Interest	**	74	**	**	**	**
Depreciation	**	**	**	63	169	259
Restaurant Profit	$ (65)	$ 145	$ 747	$ **	$ 495	$ **

**Insufficient data.

Exhibit D-12
Cafeteria—Full Menu
Statement of Income and Expenses—Ratio to Total Sales

	Sales Volume					
	Under $750,000			$750,000 and Over		
	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Total Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Cost of Sales	33.8	37.0	43.1	31.4	34.4	43.6
Gross Profit	56.9	63.0	66.2	56.4	65.6	68.6
Other Income	**	**	**	**	0.5	**
Total Income	57.5	63.8	67.0	56.7	67.2	71.8
Controllable Expenses						
Payroll	22.9	29.4	32.1	21.9	28.6	41.5
Employee Benefits	1.8	3.1	5.7	2.3	6.5	8.9
Direct Operating Expenses	2.8	4.2	10.4	3.1	5.4	8.5
Music and Entertainment	**	**	**	**	**	**
Advertising and Promotion	0.3	1.3	2.0	0.9	1.8	2.9
Utilities	3.3	4.7	8.0	2.2	3.4	4.0
Administrative and General	0.5	2.0	5.0	1.5	2.6	3.7
Repairs and Maintenance	0.5	0.7	1.8	0.7	1.0	1.7
Total Controllable Expenses	39.9	44.1	52.6	44.2	49.3	55.9
Income Before Occupation Costs	14.1	19.8	27.5	11.0	15.1	22.0
Occupation Costs						
Rent	**	7.1	**	**	5.0	**
Property Taxes	**	**	**	**	**	**
Other Taxes	**	2.5	**	**	**	**
Property Insurance	0.7	1.2	1.6	**	**	**
Total Occupation Costs	2.7	7.0	11.8	**	5.6	**
Income Before Interest and Depreciation	0.9	12.8	22.3	**	12.0	**
Interest	**	1.8	**	**	**	**
Depreciation	**	**	**	1.5	2.1	3.6
Restaurant Profit	(2.8)%	5.6%	21.9%	**	11.0	**

**Insufficient data.

EXPLANATION OF TERMS*

Food sales

This category includes revenue derived from the sale of food in the restaurant. Food sales also include the sale of coffee, tea, milk and fruit juices, which usually are served as part of a meal. If there is no service of liquor, beer or wines, the soft drink sales also would be included in this category.

Beverage sales

This category includes revenue from the sale of wine, spirits, liqueurs, beer, ale and soft drinks. These sales do not include coffee, tea, milk or fruit juices, which normally are served with meals and, therefore, are considered food.

Prime cost

Prime cost is the total of the following: cost of food sold, cost of beverage sold and the associated payroll costs and employee benefit expenses.

Payroll

This category includes the regular salaries and wages, extra wages, overtime, vacation pay and any commission or bonus payment made to employees. The entire restaurant payroll generally is included under this category.

Employee benefits

This category includes Federal Retirement (Social Security) Tax (FICA), Federal and State Unemployment Taxes and State Health Insurance Tax. Other items considered benefits are Workmen's Compensation Insurance Premiums, Welfare Plan Payments, Pension Plan Payments, Accident and Health Insurance Premiums and Hospitalization, Blue Cross, Blue Shield and Group Insurance Premiums. Also listed under employee benefits are education expenses, Christmas parties, employee sports activities, credit union, awards and prizes, and transportation and housing.

Earnings ratio

The earnings ratio is calculated by dividing an operation's income or loss before income tax by its total sales.

Productivity index

The productivity index is calculated by dividing a restaurant's total sales by its total payroll.

Direct operating expenses

Expenses directly involved in providing service to the customer, such as uniforms, laundry, linen, china, and cleaning and paper supplies are considered operating expenses. Also included are utensils, kitchen fuel, menus and drink lists, flowers and decorations, contract cleaning, auto or truck expense, parking, and licenses and permits.

Advertising and promotion

This group of expenses includes selling and promotion expenses, such as direct mail and entertainment costs in promotion of business (including gratis meals to customers). Also, the cost of advertising through newspapers, magazines or trade journals; outdoor signs and radio and television are included. Public relations and publicity (including fees and commissions to advertising or promotional agencies) and franchising fees and royalties are found in this category.

Utilities

This section is comprised of the cost of all fuel except that charged to direct operating expenses in the account "kitchen fuel." Water, ice and refrigeration supplies and the removal of waste are also included. The cost of oils, boiler compound, fuses, grease and other supplies plus any small tools used in the operation or maintenance of the mechanical and electrical equipment should also be charged to this account.

Administrative and general

This group of expenses is commonly considered "overhead," and includes items that are necessary to the operation of the business rather than those connected directly with the service and comfort of the customer. This account should be charged with the cost of all printed matter not devoted to advertising and promotion, such as accounting forms, account books, restaurant checks, office supplies, cash register and other checking supplies, letterheads, bills and envelopes. All postage, except amounts applicable to advertising should be charged here. The cost of telephone equipment rental, local and long distance calls and telegrams should be charged to this account with the exception of calls chargeable to marketing. Other items charged to this account are management fees, data processing costs, dues and subscriptions and insurance costs (other than those included as employee benefits or fire and extended coverage on the premises and contents). Commission on credit card charges, collection fees, cash shortages, professional dues and protective services are also considered A & G expenses.

Repairs and maintenance

The following items are repairs and maintenance expenses: painting and decorating; plastering; upholstering; mending curtains; and maintenance contracts on elevators, signs and office machinery. Repairs to dining room furniture, refrigeration, air conditioning, buildings, floors, plumbing and heating are charged to this category as well. Repairs to dishwashing and sanitation equipment, kitchen equipment and office equipment are also included here.

Occupation costs

These expenses, together with interest and depreciation charges, are the costs of readying the premises for operations. These are sometimes called "fixed charges" since they usually are determined by the financial setup of the restaurant and not by the trend of its business. Rent, taxes and property insurance are occupation costs.

---

*The definitions and examples have been taken from *Uniform System of Accounts for Restaurants*, 1983 revised edition.

ANALYZE YOUR OPERATION

A periodic analysis of your restaurant's financial performance may provide some early warning signs of potential problems. Food costs or payroll may be inching up month by month. Some controllable expenses could be increasing while others are decreasing.

Day-to-day changes in your costs may be small and could go unnoticed. However, examination on a regular basis could uncover undesirable trends, allowing you to take corrective action and control situations that could lead to a crisis. That is the key to effective management.

To help you toward better management, we have included on the following page a worksheet designed to help you analyze how well your restaurant is doing in comparison with the rest of the industry. Follow these simple instructions for completing the worksheet:

1. Enter your financial data in the first column.
2. Compute the percentages for column 2 by dividing the amounts by total sales. (Note—Where food and beverage sales are broken down separately, compute percentage of food cost by dividing cost of food by food sales; for the beverage cost percentage, divide cost of beverage sales by beverage sales.)
3. Calculate the supplementary statistics in accordance with the formulas given on the worksheet.
4. List the appropriate comparative percentages or ratios from this report in column 3.
5. Compute the variances by dividing the difference between the figures in column 2 and column 3 by the figures in column 3. Multiply the result by 100 to express the variance as a percentage.
6. If the variance is greater than plus or minus 10 percent, further analysis should be made to determine the reason for that variance.

WORKSHEET

Complete and Compare
Statement of Income and Expenses

	Your Figures (Dollars)	Your Figures (% of Sales)	Restaurant Industry Report	Variance + or −
Sales				
Food	$	%	%	
Beverage	$	%	%	
Total sales	$	%	%	
Cost of sales				
Food	$	%	%	
Beverages	$	%	%	
Total cost of sales	$	%	%	
Gross profit	$	%	%	
Other income	$	%	%	
Total income	$	%	%	
Controllable expenses				
Payroll	$	%	%	
Employee benefits	$	%	%	
Direct operating expenses	$	%	%	
Music and entertainment	$	%	%	
Advertising and promotion	$	%	%	
Utilities	$	%	%	
Administrative and general	$	%	%	
Repairs and maintenance	$	%	%	
Total controllable expenses	$	%	%	
Income before occupation costs	$	%	%	
Rent	$	%	%	
Property Taxes	$	%	%	
Other Taxes	$	%	%	
Property Insurance	$	%	%	
Income before interest and depreciation	$	%	%	
Interest	$	%	%	
Depreciation	$	%	%	
Restaurant Profit	$	%	%	

Supplemental Operating Information	Your Figures	Restaurant Report	Variance + or −
Sales per seat			
Food	$	$	
Beverage	$	$	
Total	$	$	
Average receipt per cover (total sales ÷ covers)	$	$	
Daily seat turnover (covers ÷ seats ÷ 365 days)	times	times	
Index of productivity [sales ÷ (payroll + benefits)]	times	times	

Note to participants:

Please answer all questions as completely as possible. If you do not know the exact answer, we will gladly accept your best estimate. Please be sure to complete the general information in Section I.

All numbers should be expressed as whole dollars-no fractions or decimals should be entered. If you do not use whole dollars in your accounting statements, then round off the numbers by dropping all pennies when the amount ends in 49 cents or less or adding 1 to the dollars when the amount ends in 50 cents or more.

This year we are requesting two years' information on the income statement. We want to make comparisons of 1986 and 1985 financial data. We request the 1985 data even if you participated last year. If you have been opened less than two years, or if the previous 12 months' of information is not available, only fill out the income statement for last year. All income statements will be used for the main body of the study, while those providing two years' information will also be presented in a special year-over-year analysis.

This questionnaire has been specifically designed to collect information relating to an individual restaurant's operation. It is vitally important, therefore, that **income statement information pertain to a single restaurant and not to a chain of restaurants. Restaurants that are part of multi-unit operations (two or more) should report information for individual establishments, including allocated costs and revenues.**

We would like to thank you in advance for your cooperation in the completion of this questionnaire. If you would like to receive a free copy of the completed study, please give your name and address in the space provided below. (Copies of the study for non-respondents will be available for a fee.)

Should you have any questions regarding the completion of this questionnaire, please feel free to contact Jamie Mandell of Laventhol & Horwath at (215) 299-1473.

IMPORTANT

WHO SHOULD COMPLETE THIS QUESTIONNAIRE

If you:	You should:
(1) Own/Operate/Manage a single restaurant.	Complete the questionnaire.
(2) Own/Operate/Manage two or more restaurants.	Complete a questionnaire for each unit in operation or for as many units as possible. (Photocopies are acceptable.)
(3) Do not have access to the financial information for your company.	Forward the questionnaire to the appropriate accounting/ financial department for completion.

To receive a complimentary copy of the final study, you must complete the entire questionnaire and supply your name and address in the space provided below. (Please print.)

____

____

____

SECTION I. GENERAL—The following information will allow for analysis of your operating statements by several categories of variables. Please complete by checking or filling in the appropriate areas.

1. STATE IN WHICH RESTAURANT IS LOCATED

____

2. RESTAURANT LOCATION (check one)

☐ Urban
☐ Suburban
☐ Rural

3. TYPE OF OWNERSHIP (check one)

☐ Sole Proprietorship
☐ Partnership
☐ Public Corporation
☐ Private Corporation

4. TYPE OF ORGANIZATION

☐ Independent (operates one unit)
☐ Multi-Unit (two or more units operated)

5. ARE YOU A FRANCHISE OPERATION?

☐ Yes ☐ No

6. PRIMARY TYPE OF BUSINESS (check one)

☐ Cafeteria - Full menu
☐ Limited Menu - No Tableservice (Fast Food)
☐ Full Menu - Tableservice
☐ Limited Menu - Tableservice
☐ Caterer
☐ Other (Please Specify) ____________

7. LIQUOR SERVICE (check one)

☐ Beer and/or Wine
☐ Full Liquor Service
☐ No Alcoholic Beverages

8. MENU THEME ITEM (Chicken, steak, seafood, Italian, Continental, etc.)

____

9. SITE ON WHICH THIS RESTAURANT IS LOCATED (check one)

Land	Owned ☐	Leased ☐
Building	Owned ☐	Leased ☐

10. NUMBER OF YEARS THIS RESTAURANT HAS BEEN IN BUSINESS: (check one)

☐ Under 2 years
☐ 2 to 5 years
☐ 5 to 10 years
☐ Over 10 years

11. IS THIS RESTAURANT LOCATED IN/ATTACHED TO: (check one):

☐ A Hotel
☐ A Shopping Center or Mall
☐ An Office Building
☐ A Transportation Center (airplane, train station...)
☐ Club (social, athletic, country...)
☐ Other (please specify) ________________

☐ Nothing - The Sole Occupant of a Building

12. NUMBER OF SEATS: (complete all applicable)

________ Dining Room
________ Bar or Lounge
________ Banquet Rooms
________ Total Seats

13. SIZE OF RESTAURANT: (provide best estimate)

________ Square feet of total area (including preparation and storage)
________ Square feet of dining area only
________ Square feet of kitchen area

14. CHECK IF THIS RESTAURANT IS OPEN FOR:

☐ Breakfast
☐ Lunch
☐ Dinner
☐ 24 hours

15. NUMBER OF CUSTOMERS SERVED FOR THE YEAR? (provide best estimate)

________ Number of customers served

16. INCLUDING THE MANAGER, WHAT IS THE AVERAGE NUMBER OF PAID FOOD SERVICE EMPLOYEES THAT WORK DURING A TYPICAL WEEK?

________ Full Time
________ Part Time—20 to 35 hours
________ Part Time—Less than 20 hours

17. HOW MANY W-2s DID YOUR RESTAURANT SEND OUT LAST YEAR? ________

________ (1)
________ (2)
________ (3)
________ (4)
________ (5)
________ (6)
________ (7)
________ (8)
________ (9A)
________ (9B)
________ (10)
________ (11)
________ (12A)
________ (12B)
________ (12C)
________ (12D)
________ (13A)
________ (13B)
________ (13C)
________ (14)
________ (15)
________ (16A)
________ (16B)
________ (16C)
________ (17)

PLEASE SUBMIT DATA FOR TWELVE MONTH PERIODS ONLY

SECTION II. STATEMENT OF INCOME AND EXPENSES

If you wish, you may submit a copy of your year-end operating statement in your existing format and this section will be completed for you.

PLEASE USE WHOLE DOLLAR AMOUNTS ONLY

	12 months ended:		Previous 12 months ended:	
	Month ________	Year ________	Month ________	Year ________
Sales				
Food Sales	________ (100)		________ (1100)	
Beverage Sales (Alcoholic)	________ (110)		________ (1110)	
Total Sales		________ (120)		________ (1120)
Cost of Sales				
Food Cost	________ (130)		________ (1130)	
Beverage Cost (Alcoholic)	________ (140)		________ (1140)	
Total Cost of Sales		________ (150)		________ (1150)
Gross profit on sales (Item 120—Item 150)		________ (180)		________ (1180)
Other income		________ (190)		________ (1190)
Total income		________ (200)		________ (1200)
Controllable expenses				
Payroll	________ (210)		________ (1210)	
Employee benefits	________ (220)		________ (1220)	
Direct operating expenses	________ (240)		________ (1240)	
Music and entertainment	________ (250)		________ (1250)	
Advertising and promotion	________ (270)		________ (1270)	
Utilities	________ (280)		________ (1280)	
Administrative and general	________ (300)		________ (1300)	
Repairs and maintenance	________ (310)		________ (1310)	
Total controllable expenses		________ (320)		________ (1320)
Occupation costs				
Rent	________ (340)		________ (1340)	
Property taxes	________ (350)		________ (1350)	
Other taxes	________ (360)		________ (1360)	
Property insurance	________ (370)		________ (1370)	
Total occupation costs		________ (380)		________ (1380)
Interest		________ (400)		________ (400)
Depreciation		________ (410)		________ (1410)
Restaurant Profit		________ (420)		________ (1420)
Other deductions		________ (430)		________ (1430)
Income before income taxes		________ (440)		________ (1440)

THANK YOU. PLEASE SEND THIS QUESTIONNAIRE TO:
LAVENTHOL & HORWATH, RESEARCH DIVISION
1845 WALNUT STREET, PHILADELPHIA, PA 19103

NATIONAL
RESTAURANT
ASSOCIATION

For further information
contact Research Manager, National Restaurant Association
311 First Street, N.W., Washington, D.C. 20001
Phone: (202) 638-6100

CONSUMER ATTITUDE
AND BEHAVIOR STUDY

Beverage Preferences

The Research Department
National Restaurant Association

BEVERAGE PREFERENCES:
A CONSUMER ATTITUDE SURVEY

PUBLISHED BY

THE NATIONAL RESTAURANT ASSOCIATION
RESEARCH AND INFORMATION SERVICE DEPARTMENT

JUNE 1987

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  Restaurant Usage

  Characteristics of Fast Food Patrons

  Characteristics of Medium Priced/Family Restaurants

  Characteristics of Fancy Restaurant Patrons

INTRODUCTION

I. INTRODUCTION

A. Background

Keeping abreast of beverage consumption trends is critical to the future success of many restaurants. Consequently, the National Restaurant Association is currently seeking to identify consumer attitudes and behavior concerning beverage consumption away from home.

To this end, an attitude and usage study was undertaken to learn as much as possible about away from home beverage consumption and to provide information enabling National Restaurant Association members to optimize their beverage offerings. This report summarizes the findings of this research.

B. Objectives

The specific information objectives addressed by the research were as follows:

- to determine the likelihood of trying different beverages in restaurants;
- to determine what consumer needs with respect to beverage consumption are currently unfulfilled;
- to identify the characteristics of beverage service which are important to consumers; and
- to identify behavioral and attitudinal differences between various subgroups.

METHODOLOGY

II. Methodology

The National Restaurant Association commissioned Market Facts, Inc. to conduct the project. The study consisted of two phases - a qualitative and a quantitative phase. Each of these components is described below.

Qualitative Phase

Undertaken in preparation for the quantitative phase of the study, focus groups were designed to explore consumer attitudes and perceptions about different types of beverages and to aid in the development of the survey instrument.

Two focus groups were conducted in Baltimore on March 2, 1987. Ten people participated in each group. The groups were both audiotaped. Representatives from the National Restaurant Association and Market Facts observed the groups. Market Facts prepared a report summarizing the groups which appears in this document as Appendix A. Verbatims from the qualitative report that parallel findings from the quantitative survey are included within the body of this report.

Quantitative Phase

The quantitative phase of the project involved telephone interviews with restaurant patrons across the continental U.S. Based on input from the National Restaurant Association and from results of the focus groups described above, a questionnaire designed to meet the study objectives was developed.

To ensure a nationally representative sample of respondents, a random-digit-dialing technique was used. This technique involves identifying working residential telephone prefixes and randomly generating numbers such that unlisted and listed telephone households have the same probability of selection.

Qualified Respondents

Qualified respondents were defined as persons 18 years or older who have ever eaten out at a restaurant or fast food place or have ordered take out or home delivery food and beverages.

Questionnaire Pretest

The questionnaire jointly designed by the National Restaurant Association and Market Facts, Inc. was pretested with 12 respondents. Following the pretest small revisions were made to the instrument. A copy of the final questionnaire is located in Appendix B.

Interviewing

A total of 1,200 interviews were completed with qualified respondents -- 622 with women and 578 with men. The interviews were conducted from Market Facts' National Telephone Center in Evanston, Illinois from March 25 to April 5, 1987. Experienced interviewers were briefed by Market Facts staff and were monitored throughout the interviewing period. The duration of the interview was, on average, about 17 minutes.

EXECUTIVE SUMMARY

III. EXECUTIVE SUMMARY

Attitudes and Behavior Regarding Non-Alcholic Beverages in Restaurants

Coffee

- The propensity to order coffee in restaurants increases with age.
- Nearly one-third of restaurant patrons look for decaffeinated brewed coffee.
- Expectation of free coffee refills are nearly unanimous.

Tea

- Decaffeinated teas are not as popular as decaffeinated coffees.
- Unlike preferences for coffee, preferences for tea are as strong (or stronger) among younger consumers as among older consumers.

Soft Drinks

- Women are somewhat less likely than men to order regular soft drinks and somewhat more likely to order diet soft drinks.
- Nearly as many people say they would be likely to order a decaffeinated soft drink as a diet soft drink, if it were available.

Juice

- Among juice drinkers, orange juice is the most popular.
- Compared to coffee, tea and soft drinks, juice is perceived to be the least fairly priced. However, customers appear willing to pay a higher price for fresh juices.

Attitudes and Behavior Regarding Alcoholic Beverages in Restaurants

- Overall, when dining in restaurants, people say they drink less alcohol than they did in the past.

- Nearly two-fifths of all restaurant patrons do not drink alcoholic beverages away from home.
- More than one-fifth show an interest in non-alcholic cocktails, slighter fewer show an interest in non-alcoholic wine. About one-tenth show an interest in non-alcoholic beer.

Beer

- Among those who drink beer in restaurants, brand loyalties are strong.
- A majority feel that restaurants should serve a variety of beers. This feeling is particularly strong among young adults.

Wine

- When ordering wine in a restaurant, customers are most likely to order white wine and wine by the glass.
- Patrons with higher incomes show a stronger likelihood to order white, red and rosé wines. Lower income patrons show a stronger interest in wine coolers.
- Women are more inclined to order wine of any type than men.
- Most restaurant patrons who drink wine say that they like a server to suggest a wine, and over half say that the decision to order wine with a meal is spontaneous.
- Over half of wine drinking patrons (55%) feel that wine is fairly priced in restaurants -- a slightly lower proportion than those who feel that beer is fairly priced (62%) but higher than the proportion who feel that mixed drinks are fairly priced (42%).

Mixed Drinks

- Mixed drinks are more popular among men, and thick, sweet fruity cocktails are more popular among women. After dinner liqueurs are equally popular among men and women.
- Among those who drink alcohol in restaurants, a majority say their decision to order a cocktail before a meal is spontaneous.

Dietary Practices

- Half of all restaurant patrons avoid, at least sometimes, alcoholic beverages, high calorie items, sodium and caffeine.

Marketing Implications

- Offering brewed decaffeinated coffee at present appears to be virtually a requirement for restaurants. One-third of coffee drinkers are interested in brewed decaffeinated coffee.

- People report drinking fewer alcoholic beverages than in the past. However, frequent patrons of family and fancy restaurants are more likely than other customers to order an alcoholic beverage. The decision to order an alcoholic drink seems fairly spontaneous.

- Wine orders in restaurants appear to be open to influence at point of purchase. Most wine drinkers say that they are not well-informed about wines, and that they like to receive suggestions from servers. House wines are attractive to a majority of customers, but a substantial minority of frequent patrons are interested in offerings other than house wines.

- Many restaurant patrons indicate that they attempt to avoid, caffeine, sodium, calories, and alcohol. Among older patrons, medical recommendations are often a factor in avoiding these substances. There appears to be substantial demand for beverages which are low in caffeine, sodium, calories and alcohol.

- Younger diners are more open and adventurous in their beverage selection. They express a preference for more types of drinks, both alcoholic and non-alcoholic. Younger customers are far less likely to be coffee drinkers, than older customers but hot tea is relatively popular with younger patrons.

DETAILED FINDINGS

Likelihood of Ordering Various Types of Coffee in a Restaurant

A MAJORITY OF RESTAURANT PATRONS SAY THEY ARE LIKELY TO ORDER COFFEE IN A RESTAURANT. REGULAR BREWED COFFEE IS MOST POPULAR FOLLOWED BY BREWED DECAFFEINATED COFFEE.

More than one-half (53%) of restaurant patrons said they would be "very" or "somewhat likely" to order regular brewed coffee in a restaurant. Thirty-one percent said they would be likely to order caffeine-free brewed coffee. Nineteen percent would be likely to order regular instant coffee and 16 percent would order caffeine-free instant coffee. Only eight percent said they would order iced coffee.

Women are more likely than men to say they would order caffeine-free coffee in a restaurant.

Younger restaurant patrons are less likely to order coffee. Nearly half (45%) of those aged 18-24 and almost three in ten (29%) of those 25-44 say they never order any of the aforementioned coffees; only 16 pecent of those 45 and over say they would never order any of those coffees.

Table 1

Likelihood of Ordering Various Types of Coffee in a Restaurant

		Sex		Age		
Percent who would be "very" or "somewhat likely" to order:	Total (1200) %	Male (578) %	Female (622) %	18-24 (190) %	25-44 (569) %	45+ (434) %
Regular brewed coffee	53	57	50	35	53	62
Caffeine-free brewed coffee	31	25	36	19	28	38
Regular instant coffee	19	20	18	18	16	22
Caffeine-free instant coffee	16	13	18	13	12	22
Iced coffee	8	8	8	7	8	9
Percent who would never order any type of coffee	27	26	28	45	29	16

Attitudes About Coffee/Coffee Service

A LARGE MAJORITY OF COFFEE DRINKERS BELIEVE THAT RESTAURANTS SHOULD PROVIDE FREE REFILLS, OFFER A DECAFFEINATED COFFEE, OFFER A BREWED DECAFFEINATED COFFEE AND THAT COFFEE IS USUALLY FAIRLY PRICED AT RESTAURANTS.

Virtually all coffee drinkers (91%) feel that restaurants should provide free coffee refills. Very large majorities of coffee drinkers believe that restaurants should offer decaffeinated coffee (87%) and specificially, brewed decaffeinated coffee (76%). These attitudinal findings about decaffeinated coffee reinforce the data in Table 1 about the high likelihood of ordering decaffeinated coffee. It appears that in the minds of most coffee drinkers the availablility of brewed decaffeinated coffee has become a norm with which restaurants should comply remarks from participants in the focus group discussion reflect this same feeling:

"If I'm going out, I want brewed coffee -- I can make instant at home."

"I don't like it when I come in a restaurant and they give me the packet of coffee and the hot water."

There were generally few significant differences among demographic subgroups on statements about coffee. However respondents over age 45 (those more inclined to order coffee and to patronize more expensive restaurants) were the least likely to feel that it is fairly priced.

Table 2

Attitudes About Coffee/Coffee Service*

Percent who "agree strongly" or "somewhat" that:	Total (878) %	Age 18-24 (105) %	25-44 (402) %	45+ (366) %
Restaurants should provide free refills	91	86	93	90
Restaurants should offer a decaffeinated coffee	87	87	91	84
Restaurants should offer brewed decaffeinated coffee	76	80	78	74
Coffee is usually fairly priced at restaurants	72	78	77	66

*Among those that drink coffee away from home

Likelihood of Ordering Various Types of Tea in a Restaurant

OVERALL, RESTAURANT CUSTOMERS DO NOT EXPRESS AS STRONG A LIKELIHOOD TO REQUEST DECAFFEINATED TEA AS THEY DO DECAFFEINATED COFFEE.

Among consumers, regular iced tea is the most preferred (64%) at restaurants followed by regular hot tea (41%). Only one-fourth (26%) said they might order caffeine-free iced tea and only 18 percent said they would be likely to order caffeine-free hot tea.

Men and women are equally likely to order regular or caffeine-free iced tea in a restaurant. However, women are more likely to order regular hot tea (46% vs. 35%), or caffeine-free hot tea (23% vs. 12%).

Unlike preferences for coffee, the likelihood of ordering tea does not increase with age. In fact, younger customers (18-24) are somewhat more likely to order hot tea and both regular and decaffeinated iced tea.

Table 3

Likelihood of Ordering Various Types of Tea in a Restaurant

		Sex		Age		
Percent who would be "very" or "somewhat likely" to order:	Total (1200) %	Male (578) %	Female (622) %	18-24 (190) %	25-44 (569) %	45+ (434) %
Regular iced tea	64	64	64	67	67	58
Regular hot tea	41	35	46	44	42	38
Caffeine-free iced tea	26	24	27	30	25	24
Caffeine-free hot tea	18	12	23	17	20	16
Percent who would never order any type of tea	23	24	22	19	20	28

Attitudes About Tea/Tea Service

CUSTOMERS ARE ALMOST AS LIKELY TO EXPECT FREE TEA REFILLS IN A RESTAURANT AS THEY ARE TO EXPECT COFFEE REFILLS.

Almost nine out of ten (88%) of those who would order tea in a restaurant "agree strongly" or "somewhat" that restaurants should provide refills free of charge (91% believe restaurants should offer free coffee refills - refer to Table 2). Customers feel nearly as strongly about the provision of a fresh tea bag upon refill (80%), that tea is fairly priced in restaurants (78%) and that the tea bag and the hot water should be served separately (78%). About seven in ten (71%) feel that restaurants should offer a selection of different teas. The latter two preferences were also voiced in the focus groups:

"We've been to three places where they bring out a big box with a lot of different flavored teas. I like that they're offering some variety there instead of just an old-fashioned tea bag."

"I don't like it when they bring the tea bag already in the cup because I like my tea weak, sometimes it's already too strong when it gets to the table."

Table 4

Attitudes About Tea/Tea Service*

Percent who "agree strongly" or "somewhat" that:	Total (925) %	Sex Male (437) %	 Female (488) %	Age 18-24 (153) %	 25-44 (454) %	 45+ (312) %
Restaurants should provide free refills	88	87	90	92	88	87
Restaurants should provide a fresh teabag upon refill	80	83	77	89	82	72
Tea is usually fairly priced in restaurants	78	78	78	83	78	77
The hot water and the tea bag should be served separately	78	76	81	75	79	79
Restaurants should offer a selection of different teas	71	69	73	80	72	64

*Among those who drink tea away from home

Likelihood of Ordering Various Types of Soft Drinks in a Restaurant

A LINK EXISTS BETWEEN SEX AND AGE AND SOFT DRINK CONSUMPTION IN A RESTAURANT.

A RELATIONSHIP ALSO EXISTS BETWEEN FREQUENCY OF FAST FOOD RESTAURANT PATRONAGE AND LIKELIHOOD OF ORDERING A SOFT DRINK.

NEARLY AS MANY WOULD ORDER CAFFEINE FREE COLA AS DIET COLA.

Women are somewhat less likely than men to order regular soft drinks. They are somewhat more likely than men to order diet soft drinks. Sixty two percent of males say they are likely to order a regular cola in a restaurant compared to 46 percent of females. However, 42 percent of females are likely to order a diet cola compared to 31 percent of males.

Age is negatively correlated with the tendency to order a soft drink in a restaurant. With the exception of diet caffeine-free cola, customers age 45 and over are least likely to order each of the soft drinks listed in Table 5, and customers 18-24 are most likely to order each of them. Furthermore, as frequency of fast food restaurant patronage increases, the likelihood of ordering any type of soft drink increases.

Preferences for caffeine-free cola are nearly as strong as preferences for diet cola. Thirty-seven percent say they would be likely to order diet cola and 34 percent say they would be likely to order caffeine-free cola. Among those 18-24 there is a slightly greater preference for caffeine-free cola than there is for diet cola.

Table 5

Likelihood of Ordering Various Types of Soft Drinks in a Restaurant

		Sex		Age		
Percent who would be "very" or "somewhat likely" to order:	Total (1200) %	Male (578) %	Female (622) %	18-24 (190) %	25-44 (569) %	45+ (434) %
Regular cola	54	62	46	71	60	39
Regular non-cola	44	49	39	56	48	34
Diet cola	37	31	42	36	41	31
Caffeine-free cola	34	32	36	41	37	27
Diet caffeine-free cola	24	20	28	19	27	23
Diet non-cola	17	14	20	23	19	13
Percent who would never order any type of soft drink	13	9	16	3	5	26

(continued)

Table 5 (continued)

Likelihood of Ordering Various Types of Soft Drinks in a Restaurant

Percent who would be "very" or "somewhat likely" to order:	Total (1200) %	Frequency of Fast Food Restaurant Patronage in Last 2 Weeks 0 (230) %	1-2 (432) %	3+ (536) %
Regular cola	54	31	53	64
Regular non-cola	44	30	45	49
Diet cola	37	33	35	39
Caffeine-free cola	34	26	35	37
Diet caffeine-free cola	24	21	25	24
Diet non-cola	17	16	16	19
Percent who would never order a soft drink in a restaurant:	13	29	12	6

Attitudes About Soft Drinks/Soft Drink Service

ALMOST AS MANY SOFT DRINK CONSUMERS THINK THAT RESTAURANTS SHOULD OFFER DECAFFEINATED SOFT DRINKS AS DIET SOFT DRINKS.

Large majorities of soda drinkers agree that restaurants should offer both diet soft drinks (92%) and decaffeinated soft drinks (86%). Three fourths (74%) claim to be loyal to specific brands of soft drinks and are likely to order them when they go out. Only four in ten (42%) feel strongly that restaurants should offer soft drinks from a fountain.

There is evidence of some negative feelings about soft drink service in restaurants: three fourths (76%) feel that soft drinks served at restaurants have too much ice in them and only 60 percent agree that soft drinks are usually fairly priced -- a significantly smaller proportion than think coffee or tea is fairly priced (refer to Tables 2 and 4). Both of these complaints were also heard in the focus groups:

"It irks me to pay $2.00 for a coke."

"I don't like how much ice they put in the glasses."

There are no significant differences between men and women on strength of agreement on the above statements. However, some significant differences among age groups do exist -- people under 45 (heavy soft drink customers) are more inclined to agree that restaurants usually put too much ice in soft drinks or that restaurants should offer soft drinks from a fountain.

As frequency of patronage increases customers become more likely to agree that restuarants usually put too much ice in soft drinks and that restaurants should offer soft drinks from a fountain. Furthermore, with increasing fast food patronage there is an increase in loyalty to specific soft drink brands.

Table 6

Attitudes About Soft Drinks/Soft Drink Service*

		Sex		Age		
Percent who "agree strongly" or "somewhat" that:	Total (1049) %	Male (525) %	Female (524) %	18-24 (184) %	25-44 (538) %	45+ (322) %
Restaurants should offer diet soft drinks	92	90	94	89	93	91
Restaurants should offer decaffeinated soft drinks	86	84	89	85	88	85
Restaurants usually put too much ice in soft drinks**	76	78	73	83	78	69
They are loyal to soft drink brands	74	71	77	78	74	71
Soft drinks are usually fairly priced at restaurants	60	58	62	59	59	61
Restaurants should offer soft drinks from a fountain	42	45	39	48	42	37

*Among those who drink soft drinks away from home

**The base of respondents for this statement is slightly higher for the total and across each subgroup as all respondents (not just those who drink soft drinks) were asked this question.

Table 6 (continued)

Attitudes About Soft Drink/Soft Drink Service*

Percent who "agree strongly" or "somewhat" that:	Total (1049) %	Frequency of Fast Food Restaurant Patronage in Last 2 Weeks		
		0 (164) %	1-2 (381) %	3+ (502) %
Restaurants should offer diet soft drinks	92	92	91	92
Restaurants should offer decaffeinated soft drinks	86	85	87	86
Restaurants usually put too much ice in soft drinks**	76	67	81	76
They are loyal to soft drink brands	74	64	72	79
Soft drinks are usually fairly priced at restaurants	60	53	63	60
Restaurants should offer soft drinks from a fountain	42	30	43	44

*Among those who drink soft drinks away from home

**The base of respondents for this statement is slightly higher for the total and across each subgroup as all respondents (not just those who drink soft drinks) were asked this question.

Likelihood of Ordering Various Types of Juice in a Restaurant

AMONG JUICE DRINKERS, ORANGE JUICE IS THE MOST POPULAR.

Eighty percent of respondents said that if it were available, they would be likely to order orange juice in a restaurant. The second most popular juice was apple juice; however, only 49 percent indicated that they would be likely to order it if it were available. Apple juice was closely followed by grape (43%), grapefruit (42%), pineapple (38%), cranberry (37%) and vegetable (36%) juices. Only a small minority (6%) said they would never order any of the above juices.

Subgroup differences were minimal, however a few emerged: males are more likely to order orange juice and females are more likely to order cranberry and pineapple juices. Preferences for apple and grape juice appear to decrease with age, whereas preference for grapefruit, cranberry and vegetable juice increase with age.

Table 7

Likelihood of Ordering Various Types of Juice in a Restaurant

Percent who would be "very" or "somewhat likely" to order:	Total (1200) %	Sex		Age		
		Male (578) %	Female (622) %	18-24 (190) %	25-44 (569) %	45+ (434) %
Orange juice	80	84	76	76	82	80
Apple juice	49	50	48	58	54	39
Grape juice	43	46	41	58	44	35
Grapefruit juice	42	41	42	33	41	45
Cranberry juice	37	32	41	28	36	41
Pineapple juice	38	34	41	45	34	40
Vegetable juice	36	35	38	25	38	39
Percent who would never order any type of juice:	6	4	7	4	4	8

Attitudes About Juice/Juice Service

COMPARED TO COFFEE, TEA, AND SOFT DRINKS, JUICE IS PERCEIVED TO BE THE LEAST FAIRLY PRICED.

Slightly more than half (55%) believe that juice is fairly priced at restaurants. This proportion is significantly lower than the percentage that think coffee (72%) tea (78%) or soft drinks (60%) are fairly priced (refer to Tables 2, 4 and 6). However, consumers appear willing to pay a higher price for fresh juices. Nearly three quarters (73%) agree that restaurants should offer fresh juices as well as prepared ones, even if they have to pay a higher price. Consumers residing in the Northeast are more likely than consumers living in the Midwest to agree with this statement.

Table 8

Attitudes About Juice/Juice Service*

Percent who "agree strongly" or "somewhat" that:	Total (1134) %	Region Northeast (242) %	 Midwest (285) %	 South (379) %	 West (228) %
Restaurants should offer fresh juices even if you have to pay a higher price	73	79	66	74	72
Juice is usually fairly priced at restaurants	55	57	56	55	49

*Among those who drink juice away from home

Whether Ever Drink Alcoholic Beverages Away from Home at a Restaurant or Eating Place

NEARLY TWO OUT OF FIVE RESTAURANT PATRONS DO NOT DRINK ALCOHOLIC BEVERAGES AWAY FROM HOME.

Thirty-nine percent of restaurant patrons do not drink alcoholic beverages at a restaurant or eating place. Men are more likely than women to drink alcoholic beverages away from home (67% vs. 56%). Of the three age segments, people age 25-44 are the most likely to drink alcoholic beverages (72%). People 45 years old and older are least likely to drink alcoholic beverages away from home (48%). College educated consumers (71%) show a higher likelihood of ordering alcoholic beverages away from home than those without a college degree (52%). Southern consumers (51%) are less likely to drink alcoholic beverages than consumers in the Northeast (70%), Midwest (66%), and West (63%).

In addition, people who dine out frequently at a restaurant that serves alcoholic beverages (family and fancy dining restaurants) show a stronger likelihood of ordering a drink with alcohol in it.

Table 9

Whether Ever Drink Alcoholic Beverages Away from Home at a Restaurant or Eating Place

		Sex		Age		
	Total (1200) %	Male (578) %	Female (622) %	18 - 24 (190) %	25 - 44 (569) %	45+ (434) %
Yes	61	67	56	62	72	48
No	39	33	44	38	28	52

	Education	
	High School or Less (613) %	Some College or more (576) %
Yes	52	71
No	48	29

	Region			
	Northeast (254) %	Midwest (303) %	South (403) %	West (240) %
Yes	70	66	51	63
No	30	34	49	37

(continued)

Table 9 (continued)

Whether Ever Drink Alcoholic Beverages Away from Home at a Restaurant or Eating Place

	Type of Restaurant Visited in Past 2 Weeks				
	Frequency of Family Restaurant Patronage			Frequency of Fancy Restaurant Patronage	
	0 Visits (360) %	1-2 Visits (585) %	3+ Visits (253) %	0 Visits (823) %	1+ Visits (375) %
Yes	53	64	66	56	73
No	47	36	34	44	27

How Often Alcoholic Drinks are Ordered in Restaurants

OVERALL, WHEN DINING IN RESTAURANTS, PEOPLE ARE DRINKING LESS ALCOHOL THAN THEY DID IN THE PAST.

Consumers who say that they drink alcohol in restaurants were asked whether they are drinking more often, less often, or about the same as they did in the past. Fifty-nine percent say they are drinking about the same; however four times as many say they are drinking less often (34%) rather than more often (8%).

This pattern of reduced alcohol consumption is particularly evident among consumers over 45 and slightly less apparent among consumers in the Northeast.

Table 10

How Often Alcoholic Drinks are Ordered at Restaurants

		Sex		Age		
	Total (737) %	Male (387) %	Female (350) %	18 - 24 (118) %	25 - 44 (407) %	45+ (210) %
About the same as in the past	59	60	57	54	59	61
Less often than in the past	34	31	36	26	34	37
More often than in the past	8	9	7	19	7	2

	Region			
	Northeast (178) %	Midwest (201) %	South (207) %	West (151) %
About the same as in the past	74	54	55	52
Less often than in the past	22	36	39	36
More often than in the past	4	10	6	11

Why Alcoholic Beverages are Ordered Less Often than in the Past

THE MOST COMMON EXPLANATION OFFERED BY CONSUMERS FOR ORDERING FEWER ALCOHOLIC BEVERAGES THAN IN THE PAST IS THAT THEY DON'T ENJOY THEM AS MUCH ANYMORE.

The most frequently mentioned reason for drinking less alcohol is, "I don't enjoy alcoholic beverages as much anymore" (38%). Twenty percent of persons who are drinking less, cite health reasons as the cause, and an additional five percent indicate concerns about calories or weight control. Concerns about drinking and driving were noted by 17 percent of those respondents, and the cost of drinks by 12 percent.

Some related comments from focus group participants included the following:

"If we go out, only one of use will drink, the other will not even have one drink."

"My husband developed high blood pressure, he drank beer but was ordered off it."

"They're expensive too -- $3.50 for a drink some places. I can't see throwing my money away on a drink."

Table 11

Why Alcoholic Beverages are Ordered Less Often Than in the Past

	Total (247)* %
Don't enjoy alcoholic beverages anymore	38
Health reasons	20
Concerns about drinking and driving	17
Costs/drinks too expensive	12
Calories/weight control	5
It doesn't agree with me	5
Personal preference/don't drink	3
Other	6

*Column total exceeds 100% due to multiple mentions

Why Alcoholic Beverages are Never Ordered

People who never drink alcoholic beverages in restaurants tend to say that they simply don't enjoy them (40%) or that they "just never have" (22%). Health reasons were given by 18 percent of non-drinkers of alcoholic beverages, and health reasons were particularly common among people 45 years old and older (25%).

Table 12

Why Alcoholic Beverages Are Never Ordered

	Total (463) %	Age 18 - 24 (72) %	Age 25 - 44 (162) %	Age 45+ (224) %
Don't enjoy alcoholic beverages	40	46	41	38
Just never have	22	15	20	25
Health reasons	18	11	12	25
Religious reasons	12	11	15	9
Concerns about drinking and driving	4	4	5	4
Costs/drinks too expensive	1	--	2	1
Calories/weight control	1	--	1	1
Alcoholism/self or family	1	3	2	--
I don't think a person should drink	1	--	1	2
Other	5	14	16	2

Likelihood of Ordering Traditionally Alcoholic Drinks Without Alcohol

CONSUMERS WOULD BE MORE WILLING TO ORDER A NON-ALCOHOLIC COCKTAIL THAN NON-ALCOHOLIC WINE OR BEER.

Non-alcoholic cocktails are the most preferred of the traditionally alcoholic beverages served without alcoholic content. One-fifth of restaurant patrons (22%) say they would be either "very" or "somewhat" likely to order one. Fewer would be likely to order non-alcoholic wine (17%) and even fewer would be likely to order non-alcoholic beer (13%).

Women are nearly twice as likely as men to order non-alcoholic cocktails (28% vs. 15%). They are also more likely to order non-alcoholic wine (20% vs. 12%). However men and women are equally likely to order non-alcoholic beer (men-12%, women-14%).

Regardless of the beverage -- non-alcoholic cocktails, beer or wine, age tends to be negatively correlated with likelihood of ordering them. That is, as age increases, the appeal of non-alcoholic cocktails, beer or wine decreases. This finding is interesting given that people in the age segment 45+ are also the least likely to order alcoholic beverages (see Table 9) thus suggesting that perhaps the target market for non-alcoholic cocktails, beer and wine may be the same as the target for alcoholic beverages.

Table 13

Likelihood of Ordering Traditionally Alcoholic Drinks Without Alcohol

Percent who would be "very" or "somewhat likely" to order:	Total (1200) %	Sex Male (578) %	 Female (622) %	Age 18-24 (190) %	 25-44 (569) %	 45+ (434) %
Non-alcoholic cocktails	22	15	28	36	22	15
Non-alcoholic wine	17	12	20	23	17	12
Non-alcoholic beer	13	12	14	23	13	9

Attitudes About Non-Alcoholic Cocktails/Beer/Wine

CONSUMERS FEEL THAT NON-ALCOHOLIC COCKTAILS SHOULD BE PRICED LOWER THAN ALCOHOLIC COCKTAILS.

Consumers were asked their level of agreement with two statements about non-alcoholic cocktails, beer, and wine. The overwhelming majority believe that non-alcoholic cocktails should be less expensive than alcoholic cocktails. Again, however, the consumers age 45 and over differ from the others; 74 percent of those over 45 believe these cocktails should be less expensive compared to 88 percent of those 25-44 and 87 percent of those 18-24. Eighty-three percent of both men and women agree with this statement.

Thirty-nine percent say they like a restaurant which offers a variety of non-alcoholic beer, wines and drinks. Women are in stronger agreement than men on this statement (42% vs. 35%). This is not surprising given that women are also more willing to order these types of drinks (refer to Table 13). Some related comments were heard from focus group participants:

"I think if they put non-alcoholic beverages on the menu, I would probably tend to order it."

"I think it would be a good idea to have non-alcoholic beverages shown somewhere at the bar and the price should be slightly less."

The group least willing to order these beverages, those 45 and over, are also the least likely to to be attracted to a restaurant which offers such drinks.

Table 14

Attitudes About Non-Alcoholic Cocktails/Beer/Wine

Percent who "agree strongly" or "somewhat" that:	Total (1200) %	Sex Male (578) %	 Female (622) %	Age 18-24 (190) %	 25-44 (569) %	 45+ (434) %
Cocktails without alcohol in them should be less expensive than one with alcohol in it	83	83	83	87	88	74
They like a restaurant which offers a variety of non-alcoholic beer, wines and drinks.	39	35	42	46	40	33

Likelihood of Ordering Various Types of Beer in a Restaurant

MALES AND YOUNGER PATRONS ARE MOST LIKELY TO ORDER BEER IN RESTAURANTS.

Consumers* say they are more likely to order bottled beer (68%) than a glass of draft (62%) or draft pitcher of beer (40%) and that they are likely to order domestic beer (62%) over imported beer (47%).

With the exception of light beer, for each type of beer mentioned, men are considerably more likely then women to say they might order it in a restaurant. When light beer is mentioned, about half of both men and women say they would be at least somewhat likely to order it. Thirty percent of women compared to seven percent of men say they would never order any of above types of beers.

Preferences for beer in all forms decrease with age. Persons 45 years old and older are considrably less likely than younger consumers to order beer in a restaurant.

Some regional differences are also evident with people in the West generally more likely to order beer in restaurants.

*Among those who drink alcoholic beverages away from home.

Table 15

Likelihood of Ordering Various Types of Beer in a Restaurant*

Percent who would be "very" or "somewhat likely" to order:	Total (737) %	Sex Male (387) %	 Female (350) %
Beer in a bottle	68	81	53
Draft glass of beer	62	73	49
Regular domestic beer	62	76	46
Light beer	50	52	48
Regular imported beer	47	56	37
Draft pitcher of beer	40	49	30
Percent who would never order any type of beer in a restaurant*	18	7	30

	Age 18 - 24 (118) %	 25 - 44 (407) %	 45+ (210) %
Beer in a bottle	79	69	60
Draft glass of beer	73	60	60
Regular domestic beer	66	62	59
Light beer	58	52	42
Regular imported beer	67	47	35
Draft pitcher of beer	53	45	24
Percent who would *never* order any type of *beer* in a restaurant*	10	17	23

	Region Northeast (178) %	 Midwest (201) %	 South (207) %	 West (151) %
Beer in a bottle	66	65	63	79
Regular domestic beer	58	66	59	65
Draft glass of beer	57	61	59	72
Light beer	43	53	57	46
Regular imported beer	48	41	42	59
Draft pitcher of beer	34	40	41	46
Percent who would *never* order any type of *beer* in a restaurant*	23	18	19	11

*Among those who drink alcoholic drinks away from home

Attitudes About Beer/Beer Service

LOYALTY TO SPECIFIC BRANDS OF BEER IS STRONG, PARTICULARLY AMONG MALES.

Among people who drink beer, 77 percent say that they are loyal to certain brands of beer and specifically ask for them in a restaurant. Males show more loyalty to certain brands of beer than women do (82% vs. 71%).

Seventy percent feel that restaurants should offer a variety of imported beers. This seems particularly important to 18-24 year olds -- 88 percent of them say that restaurants should offer a variety of imported beers compared to 71 percent of 25-44 year olds and 59 percent of people 45 and over.

Sixty-two percent believe beer to be fairly priced in restaurants. Perceptions of beer prices do not vary by sex or age.

A little more than half (54%) agree that restaurants should offer beer in pitchers. And, it is not surprising that preference for beer served in pitchers decreases with age.

Table 16

Attitudes About Beer/Beer Service*

Percent who "agree strongly" or somewhat" that:	Total (606) %	Sex Male (361) %	 Female (245) %	Age 18 - 24 (106) %	 25 - 44 (336) %	 45+ (162) %
They are loyal to certain brands of beer and specifically ask for them when eating out	77	82	71	76	80	73
Restaurants should serve several imported beers	70	73	66	88	71	59
Beer is usually fairly priced at restaurants	62	61	63	57	64	60
Restaurants should offer beer in pitchers	54	56	51	71	56	40

*Among those who drink beer away from home

Likelihood of Ordering Various Types of Wine in a Restaurant

WHEN ORDERING WINE IN A RESTAURANT, CUSTOMERS ARE MOST LIKELY TO ORDER WHITE WINE AND WINE BY THE GLASS.

Two-thirds (66%) of those who drink alcoholic beverages away from home say they are "very" or "somewhat likely" to order white wine, 51 percent say they would be likely to order red wine, 47 percent would be likely to order rosé wine, 40 percent would be likely to order champagne and 38 percent might order a wine cooler.

With the exception of champagne, women are more inclined to order wine of any type than men.

The appeal of white and red wines does not appear to differ by age. However, the appeal of champagne and wine coolers is strongly linked to age. With increasing age, there is a decreasing interest in ordering either champagne or wine coolers. A similar, yet less dramatic trend, may also be noted with rosé wine.

For various wines, a relationship between income and preferences is also apparent. Customers with incomes over $35,000 are more likely than customers with incomes under $35,000 to order white, red or rosé wines, whereas customers with incomes under $25,000 have a greater propensity to order wine coolers.

It appears that customers order wine by the glass more frequently than they order it by the carafe or bottle. Sixty-six percent would be very likely to order wine by the glass. Fifty percent order wine by the carafe and 45 percent order wine by the bottle.

Table 17

Likelihood of Ordering Various Types of Wine in a Restaurant*

Percent who would be "very" or "somewhat likely" to order:	Total (737) %	Sex Male (387) %	 Female (350) %	Age 18 - 24 (118) %	 25 - 44 (407) %	 45+ (210) %
White wine	66	61	71	69	68	61
Red wine	51	48	54	49	52	50
Rose wine	47	42	52	53	47	43
Champagne	40	37	42	61	38	31
Wine coolers	38	32	45	65	38	22
Wine by the glass	66	58	74	69	66	64
Wine by the carafe	50	50	51	52	54	41
Wine by the bottle	45	46	45	52	49	34
Percent who would never order any type of wine	12	15	10	7	12	17

*Among those who drink alcoholic drinks away from home

(continued)

The likelihood of ordering wine by the glass, carafe, or bottle varies by one's sex, age, and income. Females are more likely than males to order wine by the glass (74% vs. 58%); however males and females are equally likely to order wine by the carafe.

Contrary to what might have been expected, customers 18-24 years old are more likely to order wine by the bottle than customers 45 years old and older (52% vs. 34%). They are also more likely to order wine by the carafe (52% vs. 41%). All three age groups are approximately equally likely to order wine by the glass. However, the frequency of those who say they would never order any of the above wines increases with age -- 7% of 18-24 year olds, 12% of 25-44 year olds and 17% of those over 45 years old. The relationship with income is reversed; higher income customers are more likely to order wine by the glass, carafe and bottle. In fact, people with incomes under $35,000 are twice as likely to say they would never order any of the above wines than people with incomes over $35,000 (14% and 15% vs. 7%).

Table 17 (continued)

Likelihood of Ordering Various Types of Wine in a Restaurant*

Percent who would be "very" or "somewhat likely" to order:	Income Less than $25,000 (246) %	 $25,000 to $35,000 (170) %	 Over $35,000 (271) %
White wine	60	62	76
Red wine	49	46	57
Rose wine	41	45	54
Champagne	37	45	41
Wine coolers	46	32	36
Wine by the glass	62	64	72
Wine by the carafe	43	54	56
Wine by the bottle	42	42	53
Percent who would never order any type of wine	14	15	7

*Among those who drink alcoholic drinks away from home

Attitudes About Wine/Wine Service

CUSTOMERS APPEAR GENERALLY SATISFIED WITH RESTAURANT WINE SERVICE AND THERE MAY BE OPPORTUNITIES FOR ADDITIONAL IN RESTAURANT MARKETING OF WINE.

Table 18 presents the attitudes about wine service by customers who sometimes order wine. Several themes appear.

People do not appear to be highly dissatisfied with the wine service and offerings they receive in restaurants:

- 62 percent are usually satisfied with the restaurant's house wine
- 55 percent feel that wine is usually fairly priced. (Comparable figures for beer were 62% and for mixed drinks 42%)
- only 38 percent feel that servers usually are poorly informed about a restaurant's wine

There seems to be considerable opportunity for marketing wine within restaurants:

- 76 percent of wine drinking customers like it when the server suggest a wine
- 58 percent say that the decision to order wine with the meal is made spontaneously.

While a majority of people (67%) say they feel comfortable ordering from a wine list, only 46 percent say that they are well informed about wines. Generally, frequent patrons of family restaurants and fancy restaurants are most knowledgeable about wines, slightly less satisfied with house wines, and slightly less dissatisified with the price of wines.

The pattern of findings suggests that there may be opportunities for improving the marketing of wines in restaurants.

Table 18

Attitudes About Wine/Wine Service*

Percent who "agree strongly" or "somewhat" that:	Total (646) %	Sex Male (331) %	 Female (315) %	Age 18 - 24 (110) %	 25 - 44 (360) %	 45+ (174) %
They like it when the server suggests a wine	76	73	79	85	77	68
They are comfortable ordering from a wine list	67	66	69	69	69	63
They are usually satisfied with the restaurant's house wine	62	56	68	65	59	64
The decision to order wine with a meal is a spontaneous one	58	55	62	61	56	62
Wine is usually fairly priced at restaurants	55	50	60	59	51	60
They are well informed about wines	46	47	46	47	48	43
Servers usually don't know about the restaurant's wine	38	39	37	40	35	41

(continued)

*Among those who drink wine away from home

- Training servers to suggest wines effectively would be well-received by most patrons and would be likely to encourage orders.

- Wine lists, table cards, and other wine exhibits merit careful attention. Most people say they are comfortable with wine lists, but a majority are not well informed about wines.

- House wines are attractive to many customers, but some other offerings appear to be important to a substantial minority of frequent patrons.

Table 18 (continued)

Attitudes About Wine/Wine Service*

		Restaurant Patronage in Last 2 Weeks				
		Family Restaurant			Fancy Restaurant	
Percent who "agree strongly" or "somewhat" that:	Total (646) %	0 Visits (169) %	1-2 Visits (328) %	3+ Visits (148) %	0 Visits (406) %	1+ Visits (239) %
They like it when the server suggests a wine	76	76	76	77	77	75
They are comfortable ordering from a wine list	67	65	67	72	62	76
They are usually satisfied with the restaurant's house wine	62	64	63	57	65	56
The decision to order wine with a meal is a spontaneous one	58	55	60	59	58	59
Wine is usually fairly priced at restaurants	55	50	55	59	53	58
They are well informed about wines	46	45	45	52	41	55
Servers usually don't know about the restaurant's wine	38	34	38	42	35	41

*Among those who drink wine away from home

Likelihood of Ordering Various Types of Cocktails in a Restaurant

AMONG THOSE WHO DRINK ALCOHOLIC BEVERAGES AWAY FROM HOME, ONLY HALF SAY THEY WOULD BE LIKELY TO ORDER A MIXED DRINK IN A RESTAURANT.

MIXED DRINKS ARE MORE LIKELY TO BE ORDERED BY MEN; HOWEVER, THICK SWEET FRUITY COCKTAILS ARE MORE LIKELY TO BE ORDERED BY WOMEN.

Fifty-one percent of those who drink alcohol away from home say they would be "very" or "somewhat likely" to order mixed drinks in a restaurant. Men are more likely to order mixed drinks than women (57% vs. 44%) and the likelihood of ordering mixed drinks is positively correlated with income -- 44 percent of customers with incomes under $25,000 say they would be likely to order a mixed drink in a restaurant compared to 52 percent of customers with incomes $25,000 to $35,000 and 56 percent of customers with incomes over $35,000.

On the other hand, thick sweet fruity cocktails appeal more to women than to men (53% vs. 34%) and likelihood of ordering them is negatively correlated with age -- two-thirds (66%) of customers between the ages of 18 and 24 are very likely to order then compared to 43 percent of 25-44 year olds and only 30 percent of people over age 45.

Thirty-eight percent of customers say that they are likely to order an after dinner liqueur -- men and women do so equally (39% and 38% respectively). Likelihood of ordering such a drink is negatively correlated with age and positively correlated with income.

Table 19

Likelihood of Ordering Various Types of Cocktails in a Restaurant*

Percent who would be "very" or "somewhat likely" to order:	Total (737) %	Sex Male (387) %	 Female (350) %	Age 18 - 24 (118) %	 25 - 44 (407) %	 45+ (210) %
Mixed drinks	51	57	44	51	53	47
Thick, sweet fruity cocktails	43	34	53	66	43	30
After dinner liqueur	38	39	38	43	41	31
Percent who would never order any type of cocktail in a restaurant	10	11	10	8	7	18

*Among those who drink alcoholic drinks away from home

(continued)

Table 19 (continued)

Likelihood of Ordering Various Types of Cocktails in a Restaurant

Percent who would be "very" or "somewhat likely" to order:	Total (737) %	Income: Less than $25,000 (246) %	Income: $25,000 to $35,000 (170) %	Income: Over $35,000 (271) %
Mixed drinks	51	44	52	56
Thick, sweet fruity cocktails	43	45	43	41
After dinner liqueur	38	32	41	42
Percent who would never order any type of cocktail in a restaurant	10	13	8	9

*Among those who drink alcoholic drinks away from home

Attitudes About Cocktails/Cocktail Service

AMONG THOSE WHO DRINK ALCOHOL IN RESTAURANTS, A MAJORITY SAY THEIR DECISION TO ORDER A COCKTAIL BEFORE A MEAL IS SPONTANEOUS.

Sixty-one percent agree with the statement: "my decision to have a cocktail before a meal is a spontaneous one," and more than half (56%) claim to be loyal to certain brands of liquor. There findings suggests that perhaps point-of-purchase marketing may influence one's decision to either order a certain brand of liquour or more importantly, to order a drink at all.

Nearly half (48%) say they usually order an after dinner drink when dining in a fancy restaurant -- the proportion is even higher among 18-24 year olds (61%).

Almost half (47%) agree that restaurants make better cocktails than are can make at home and only 42 percent agree that liquor is usually fairly priced at restaurants -- a smaller percentage than think beer or wine is fairly priced (62% and 55% respectively).

Table 20

Attitudes About Cocktails/Cocktail Service*

Percent who "agree strongly" or "somewhat" that:	Total (660) %	Sex: Male (345) %	Sex: Female (315) %	Age: 18 - 24 (109) %	Age: 25 - 44 (377) %	Age: 45+ (173) %
Their decision to order a cocktail before a meal is a spontaneous one	61	58	65	61	62	61
They are loyal to certain brands of liquor and specifically ask for them in a restaurant	56	59	52	59	55	56
They usually order an after dinner drink when dining out at a fancy restaurant	48	52	45	61	49	40
Restaurants generally make better cocktails than you can prepare at home	47	45	50	52	49	42
Liquor is usually fairly priced at restaurants	42	43	41	45	41	43

*Among those who drink cocktails away from home

Dietary Practices

HALF OF ALL RESTAURANT PATRONS AVOID ALCOHOLIC BEVERAGES, HIGH CALORIE ITEMS, SODIUM OR CAFFEINE.

Customers were asked whether they avoid, at least sometimes, alcoholic beverages, high calorie items, sodium and caffeine. All four of these substances are avoided at least sometimes by at least half of all restaurant customers. Sixty-three percent avoid alcoholic beverages, 59 percent avoid high calorie items, 54 percent avoid sodium and 52 percent avoid caffeine.

Women appear to be somewhat more health conscious as they are more likely than men to avoid each of the aforementioned substances. It is not as surprising however, to see that as age increases, so does concern about avoiding these substances.

Table 21

Dietary Practices

Proportion that avoids:	Total (1200) %	Sex Male (578) %	Sex Female (622) %	Age 18-24 (190) %	Age 25-44 (569) %	Age 45+ (434) %
Alcoholic beverages	63	56	69	58	59	70
High calorie items	59	49	68	48	57	66
Sodium	54	49	59	45	50	63
Caffeine	52	46	57	49	51	54

Doctor Recommended
Dietary Practices

APPROXIMATELY ONE-FOURTH OF RESTAURANT PATRONS CLAIM TO AVOID SODIUM AND CAFFEINE ON THEIR DOCTOR'S RECOMMENDATION.

Although alcoholic beverages are avoided most frequently, alcohol and high calorie items are least likely to be avoided on a doctor's recommendation -- only 9 pecent avoid alcoholic beverages on their doctors recommendation and only 16 pecent avoid high calorie items. However, twenty-one percent avoid caffeine and 27 percent avoid sodium on their doctor's recommendation.

With the exception of alcoholic beverages, more women than men avoid certain food and drink on their doctor's recommendation. A large proportion of people over age 45 avoid all of these substances than people under 45.

Menus which identify certain items as low in sodium and caffeine may have strong appeal among women and those over 45.

Table 22

Doctor Recommended Dietary Practices

Proportion that avoids:	Total (618)* %	Sex Male (265)* %	 Female (353)* %	Age 18-24 (91)* %	 25-44 (283)* %	 45+ (232)* %
Sodium	27	23	31	11	18	42
Caffeine	21	15	25	10	16	31
High calorie items	16	13	19	5	7	30
Alcoholic beverages	9	8	9	4	5	14

*Bases represent respondents who said they avoid substance "at least sometimes" and thus may be slightly higher for some substances.

General Attitudes About Beverages/Beverage Service

YOUNGER AND MORE FREQUENT FANCY RESTAURANT CUSTOMERS SEEM SOMEWHAT MORE EXPERIMENTAL THAN OLDER AND LESS FREQUENT FANCY RESTAURANT CUSTOMERS.

Customers' level of agreement with the following statements suggests that younger and more frequent fancy restaurant customers may tend to be slightly more willing to experiment:

- When you eat at a restaurant, you nearly always drink the same beverage.
- When a restaurant offers a special drink associated with a certain season or holiday, you are likely to order it.

Seventy-nine percent of customers over 45 report that they nearly always drink the same beverage when they eat out compared to 69 percent of 25-44 year olds and 67 percent of 18-24 year olds. Seventy-five percent of those who have not eaten in a fancy restaurant within the last 2 weeks say they nearly always order the same beverage whereas 66 percent of those who have eaten in a fancy restaurant one or more times recently nearly always drink the same beverage.

A similar pattern holds for special drinks associated with a holiday season; 18-24 year olds (60%) are more likely to order them than 25-44 year olds (39%) or those 45 and older (33%). Frequent fancy restaurant diners are also slightly more likely to try them than infrequent fancy restaurant customers (45% vs. 38%).

Additional attitudinal statements and the level of agreement with each by sex, age and restaurant patronage are provided in Table 23.

Table 23

General Attitudes About Beverages/Beverage Service

Percent who "agree strongly" or "somewhat" that:	Total (1200) %	Sex Male (578) %	 Female (622) %	Age 18 - 24 (190) %	 25 - 44 (569) %	 45+ (434) %
Cold beverages at restaurants are usually served at the right temperature	84	80	87	85	83	85
Hot beverages at restaurants are usually served at the right temperature	80	80	80	74	83	80
Restaurants offer enough different sizes of beverages	79	79	78	79	78	80
When eating at a restaurant, they nearly always drink the same beverage	72	68	76	67	69	79
They are drinking more water at restaurants	57	54	59	64	58	53
They appreciate restaurants with beverages by the pitcher	53	53	53	72	57	40
When eating out with children, will likely order beverages by the pitcher	52	52	52	69	57	38
They prefer sweet tasting beverages	49	43	55	65	50	42
They wish restaurants offered low sodium beverages	47	43	52	43	44	53
They avoid beverages with artificial sweeteners	45	45	45	37	44	49
When a restaurant offers a special drink associated with a certain season or holiday, they are likely to order it	40	42	39	60	39	33
They look for low calorie beverages when eating out	37	29	43	32	35	41
They like to order bottled water at restaurants if it is available	24	22	25	25	23	23

(continued)

Table 23 (continued)

General Attitudes About Beverages/Beverage Service

		Restaurant Patronage in Last 2 Weeks				
		Family Restaurant			Fancy Restaurant	
Percent who "agree strongly" or "somewhat" that:	Total (1200) %	0 Visits (360) %	1-2 Visits (585) %	3+ Visits (253) %	0 Visits (823) %	1+ Visits (375) %
Cold beverages at restaurants are usually served at the right temperature	84	84	84	83	83	85
Hot beverages at restaurants are usually served at the right temperature	80	79	82	79	80	80
Restaurants offer enough different sizes of beverages	79	78	80	78	80	77
When eating at a restaurant, they nearly always drink the same beverage	72	73	73	72	75	66
They are drinking more water at restaurants	57	50	60	58	54	64
They appreciate restaurants with beverages by the pitcher	53	57	54	46	56	47
When eating out with children, will likely order beverages by the pitcher	52	56	54	44	54	49
They prefer sweet tasting beverages	49	53	48	47	52	43
They wish restaurants offered low sodium beverages	47	44	48	51	46	50
They avoid beverages with artificial sweeteners	45	45	43	47	44	47
When a restaurant offers a special drink associated with a certain season or holiday, they are likely to order it	40	36	41	43	38	45
They look for low calorie beverages when eating out	37	36	36	39	36	38
They like to order bottled water at restaurants if it is available	24	22	25	23	21	29

APPENDIX A

FOCUS GROUP REPORT

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I. INTRODUCTION

A. Background and Purpose

Undertaken in preparation for a large scale quantitative study for the National Restaurant Association, this qualitative research was designed to aid in questionnaire construction and explore consumer attitudes and perceptions about different types of beverages.

The particular issues addressed include:

- beverage preferences (alcoholic and non-alcoholic);
- consumption patterns; and
- experiences with beverages at restaurants (satisfactions and dissatisfactions).

B. Method

Two focus groups were conducted in Baltimore on March 2, 1987. Ten people participated in each group.

Focus group research was chosen because this method encourages spontaneous, frank in-depth responses to a stimulus afforded by a group setting. An experienced professional moderated each group. Using a topic outline developed in cooperation with the National Restaurant

Association, the moderator kept the discussion on track, assuring that all relevant points were thoroughly explored and eliciting comments from all group members. (A copy of the topic outline is provided in the Appendix).

Each session opened with a general discussion about beverages. The discussions became more specific as the topics listed previously were introduced and responses were probed. Both sessions were audio taped. Representatives from the National Restaurant Association were present to observe the groups from an adjacent room through a one-way window.

C. Participants

Participants for the group sessions were recruited by Consumer Pulse of Baltimore. In an effort to maintain heterogeneity within each group, recruiters sought an approximately equal number of men and women as well as representation from a broad spectrum of age and income categories. Participants included individuals who had eaten out in a restaurant and received tableside service in the last two to three weeks. In addition, no respondent worked for a marketing research company or in the restaurant industry. None of the respondents had participated in any market research discussion group within the past year. Respondents were paid a $25 incentive for their participation.

D. Limitations

Focus groups research must be premised by a word of caution. As with all qualitative research, the responses from these groups can not be reliably quantified. The data are based on a small sample of respondents and, thus, a statistically representative picture cannot be guaranteed. Findings should be interpreted as suggestive and directional rather than definitive.

The detailed findings from the discussions are presented next.

II. DETAILED FINDINGS

A. Non-Alcoholic Beverages

The focus groups opened with a general discussion about the various non-alcoholic beverages consumers drink. A variety of beverages were mentioned including soft drinks, coffee, tea, juice and water. When asked whether they are drinking different beverages now, compared to a few years ago, many participants mentioned drinking sodas and beverages containing caffeine less frequently. The two main reasons were the high cost of sodas and the sensitivity towards the negative effects of caffeine, especially among older participants. In some instances respondents indicated that their doctor had recommended that they cut down on the amount of caffeine they consume.

In response to concerns about their health, a few respondents mentioned trying some new beverages. One woman was ordered by her doctor to drink decaffeinated tea and recently began drinking "Salada." Another woman and her husband who were concerned about high blood pressure switched to non-alcoholic beer.

In the discussion about caffeine, many agreed that they do not like to be served instant decaffeinated coffee when they go out. In fact, in recent years, participants indicated that customers have come to expect brewed decaffeinated coffee in restaurants.

> *"I don't like it when I come in a restaurant and they give me the packet of coffee and the hot-water."*
>
> *"I don't particularly like that. I'd rather that it come in the pot just like everybody else's coffee."*
>
> *"That would be enough to make me leave a restaurant! -- if they can't take the trouble to brew the coffee ...."*
>
> *"Most of the time now I think it's coming in a pot."*
>
> *"If I'm going out, I want brewed coffee -- I can make instant at home."*

Participants had difficulty thinking of many non-alcoholic beverages that they have at home that are not offered in restaurants. Individual mentions of different beverages included non-alcoholic beer, decaffeinated sodas, and V8 juice.

When urged by the moderator to think of new beverages on the market that they've tried recently, the participants frequently mentioned bottled water. However, regardless of whether they tried them or not, most could not understand their appeal. Many of those who had tried bottled waters were either disappointed or indifferent.

> *"My wife, she's into the Perrier or what have you. It doesn't turn me on a bit."*
>
> *"We drank that when we visited my sister-in-law in Florida, because their water was so horrible. That was the only time I drank it, but it tastes just like Baltimore water."*

> *"I don't understand it -- why someone would pay for water in a bottle when you can get it out of the tap for free."*
>
> *"I always thought it was like fresh spring water -- I took a big swig and I almost died."*

A few of the respondents claimed that when dining out they often don't buy a beverage but simply drink water instead. When asked why, they said they prefer water because "it's free," other beverages "fill you up," or because "it takes away from the taste of the food."

None of the group members claimed to select a restaurant based on the non-alcoholic beverages offered there. However, as several comments suggest, when people go out to "nice" restaurants they don't want something "they can get at home." As an example, a man described an experience where his wife enjoyed selecting a flavored tea from an assortment brought to her by their server.

In a discussion about beverage service in restaurants, more negative comments surfaced than did positive comments. Many of the comments related to price, especially in reference to coffee or soft drinks. A few of the participants related experiences in which they felt a cup of coffee was overpriced. A few others objected to restaurants charging as much for soft drinks as charged for beverages containing alcohol:

> *"It irks me to pay $2.00 for a coke."*
>
> *"It gets expensive buying them cokes when I go out with my friends"*

In addition, people who abstain from alcoholic drinks seemed to feel that their desire for suitable beverages is not being met. Drinks conspicuously "non-alcoholic" in appearance and causing embarrassment to order were among the objections expressed.

> *"Coke glasses are different than a mixed drink glass. You have to specifically ask for tonic in a mixed drink glass or they'll give you a 16 ounce tumbler."*
>
> *"That used to annoy me because a lot of people feel uncomfortable that I'm not drinking."*
>
> *"I think if they put non-alcoholic beverages on the menu, I would probably tend to order it. But, if I ask for it sometimes I get strange looks."*

Other complaints which received single mentions were about restaurants that don't provide free coffee or tea refills, fill their glasses with too much ice, or serve soft drinks that are too syrupy.

B. Alcoholic Beverages

In the discussions about alcohol, the focus group research supports industry findings indicating that, with respect to drunk driving, there is an increased awareness and responsibility among the public. Most participants made mention of how they had modified their behavior in situations where they or someone they were with would be drinking alcohol.

> *"I've been at parties where they collect your keys and if you're not O.K. to drive, you spend the night or have someone come get you."*
>
> *"If we go out, only one of us will drink, the other will not even have one drink."*
>
> *"I make sure that if I go out to dinner with my parents, I drive because I don't drink."*

A few of the participants said they have witnessed restaurants take action to encourage responsible drinking. However, they felt that restauranteurs are more driven by a fear of a liability suit than by a sincere interest in a customer's safety. Most participants agreed that while waiters, waitresses and bartenders should try to react responsibly, they should not be held liable for intoxicated customers.

To many of the participants, drinking alcoholic beverages in restaurants is reserved for special occasions. This appeared to be particularly true of consumers in the older age segments -- either because (1) they consider themselves light drinkers or (2) because they find drink prices to be excessive.

> *"On a special occasion I'll have a cocktail before the meal"*
>
> *"Special occasions call for a drink with some alcohol in it."*
>
> *"When my husband takes me out for my birthday."*
>
> *"They're expensive. -- $3.50 for a drink some places. I can't see throwing my money away on a drink."*

Among those who drank alcoholic beverages, beer was the most frequently mentioned. Many of the participants associated drinking beer with eating pizza or seafood. For the most part, group members did not appear to be loyal to specific brands of beer. However, some participants said they drink only light beer while others claimed to prefer beer served in bottles, especially if it was served in "green bottles."

> *"Beer in any sort of a green bottle."*
>
> *"I also have that quirk about beer being in a green bottle. I don't know why, but it tastes better."*

Many imported beers are served in green bottles, however, none of the participants made this distinction when voicing their preference for a green bottle. It may be inferred that respondents were making an association with imported beer.

Wine and mixed drinks were cited less frequently and, as mentioned earlier, were more typically associated with special occasions. The majority, if not all of the group members, appeared unsophisticated when it came to selecting wines. Those who said they order wine in restaurants usually order the "house wine" or are likely to trust a recommendation made by their server.

> *"You know, I like a glass of wine, but I couldn't tell you one name from another, it means nothing to me."*
>
> *"I have no idea what I'm ordering."*
>
> *"If they want your business, they'll recommend something that's good, inexpensive too."*

Many respondents mentioned noticing a recent increased popularity of wine coolers. Only a few of the participants claimed to have tried them. Those who had said they were tasty; however, they still would only drink them "once in a while" and felt they were "expensive." Only one person said he had seen wine coolers offered in a restaurant.

When asked whether they ever selected a restaurant based on the alcoholic beverages offered there, the majority insisted that they select restaurants based on the food not the beverages. However, further discussion revealed that many of the participants named restaurants that could be identifed by their specialty drinks. While these establishments were not chosen specifically for their drinks, they nonetheless contributed to their attraction. The specialty drinks mentioned were all of an exotic nature such as margaritas, sangria and daiquiris.

> *"Certain restaurants have drinks that they are famous for like Sangria at Tio Pepe's."*
>
> *"You can buy a whole pitcher of margaritas at Chi Chis'."*
>
> *"There's a place in Annapolis you'd love. They specialize just in those strawberry daiquiris."*

C. Beverage Service Expectations

As one would assume, customers expect a correlation to exist between quality of beverage service and price. In addition, with higher priced restaurants customers expect their alcoholic drinks to be less diluted and more sophisticated.

> *"In higher priced restaurants I've found out that there such things as champagne cocktails. But she (my friend) wouldn't even think about it unless we're going to a higher priced restaurant."*
>
> *"The more I pay for a meal, the more potent I expect my mixed drinks to be ."*

> *"We'll have after dinner drinks if we're going to go all the way."*

The focus group discussions also revealed that people are willing to experiment when they go out to dinner because dining out represents a special event. A few participants suggested that perhaps women even more so than men are likely to try new beverages.

> *"If we walk in the door and the waiteress comes up and says we're having advocdo daiquiris today, she'll try one."*
>
> *"I don't drink that often, so when I do, I want to try something different and new."*

Furthermore, customers claimed that they respond positively to almost every type of exhortation to try a new or unusual beverage in a restaurant whether it be table flyers, advertisements, special mention in a menu or server suggestions. However, they also indicated that if their expectations are not fulfilled in a particular restaurant they would be sufficiently disappointed not to return.

> *"There are so many restaurants out there that if the slightest thing annoys me, be it service, noise, too crowded, too hot, too cold, I am real quick not to go back to a restaurant. A restaurant has to impress me to go back, because I kind of enjoy trying new things."*

III. IMPLICATIONS

The preceding analysis suggests the following points regarding beverage consumption in restaurants:

- When dining out, the food, not the beverage are a customer's primary concern. However, beverages are a contributing factor to the success of the dining out experience.
- Decaffeinated coffee drinkers expect brewed decaffeinated coffee to be served in restaurants and are disappointed when they are served instant coffee instead.
- To the average consumer, dining out is a special occasion and thus they have expectations of quality service.
- When dining out people are often open to beverage suggestions, as the dining out experience for many represents an opportunity to experiment. Several customers reported reacting favorably to point-of-purchase stimulus in restaurants.
- Restaurants may not be adequately meeting the needs of those who do not drink alcoholic beverages.

APPENDIX B

QUESTIONNAIRE

Job No. 6819
(1-4)ID

Beverage Consumption Study

INTERVIEWER: ______________________

FIELD SERVICE: NTC

DATE: __________ Time Began: __________ AM/PM Time Ended: ______ AM/PM

Hello, my name is ________________ from Market Facts, Incorporated, a national opinion research company. We're conducting a survey about the kinds of foods and beverages people eat and drink. May I speak to a male living in the household who is 18 years old or older? [IF UNAVAILABLE ASK TO SPEAK TO FEMALE WHO IS 18 YEARS OLD OR OLDER]

1. Do you ever eat out at a restaurant or fast food place or order take-out or home delivery food and beverages?

Yes .... 1 --> (CONTINUE)
No .... 2 --> (TERMINATE AND RECORD) (2)

2. In the past two weeks, approximately how many times have you had a meal or snack from a ....

a. Fast food, take-out or home delivery type restaurant __________ (3-4)
b. Family or moderately priced restaurant .... __________ (5-6)
c. Fancy dining or atmosphere restaurant .... __________ (7-8)

3a. Some people avoid certain types of foods and drinks. Do you avoid, at least sometimes, caffeine. Do you avoid, at least sometimes, sodium. [REPEAT FOR EACH ITEM AND RECORD IN COLUMN 3a BELOW]

3b. [FOR EACH ITEM THAT RESPONDENT AVOIDS.] Is this mainly because of your personal preferences or because of a recommendation from your doctor? [RECORD IN COLUMN 3b BELOW]

	3a Avoid At Least Sometimes		3b Reasons for Avoiding		
	Yes	No	Personal	Doctor's Recommendation	
Avoid caffeine	1	2	1	2	(9-10)
Avoid sodium	1	2	1	2	(11-12)
Avoid high calorie items	1	2	1	2	(13-14)
Avoid beverages with alcohol	1	2	1	2	(15-16)

4. Next, I'm going to read a list of coffees that some restaurants offer their customers. As I read each type, please tell me how likely you would be to order each one at a restaurant, if it were available. Would you say you would be very likely, somewhat likely, somewhat unlikely, very unlikely or that you would never order (INSERT EACH ITEM a-e BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Regular brewed coffee	1	2	3	4	5	6	(17)
b. Caffeine free brewed coffee	1	2	3	4	5	6	(18)
c. Regular instant coffee	1	2	3	4	5	6	(19)
d. Caffeine free instant coffee	1	2	3	4	5	6	(20)
e. Iced coffee	1	2	3	4	5	6	(21)

NOTE: IF RESPONDENT REPLIES "NEVER" TO EACH OF 4a-e ABOVE, GO TO QU.6

5. Now I'm going to talk to you about coffee served in restaurants. For each statement I read, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know/ N/A	
a. Restaurants should offer a decaffeinated coffee	5	4	3	2	1	9	(22)
b. Restaurants should provide free refills	5	4	3	2	1	9	(23)
c. Restaurants should offer brewed decaffeinated coffee as opposed to instant coffee in a packet	5	4	3	2	1	9	(24)
d. Coffee is usually fairly priced at restaurants	5	4	3	2	1	9	(25)

6. Now, I'm going to read you a list of teas that some restaurants offer their customers. As I read each type, please tell me how likely you would be to order each one at a restaurant, if it were available. Would you say you would be very likely, somewhat likely, somewhat unlikely, very unlikely, or that you would never order (INSERT EACH ITEM a-d BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Regular hot tea	1	2	3	4	5	6	(26)
b. Caffeine free hot tea ...	1	2	3	4	5	6	(27)
c. Regular iced tea	1	2	3	4	5	6	(28)
d. Caffeine free iced tea ..	1	2	3	4	5	6	(29)

NOTE: IF RESPONDENT REPLIES "NEVER" TO EACH OF 6a-d ABOVE, GO TO QU. 8

7. Now, I'm going to talk to you about teas served in restaurants. For each statement I read, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disgree somewhat or disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know N/A	
a. Restaurants should offer a selection of different teas	5	4	3	2	1	9	(30)
b. Restaurants should provide a fresh tea bag when you ask for a refill	5	4	3	2	1	9	(31)
c. The server should bring the hot water and tea bag separately as opposed to already in the water	5	4	3	2	1	9	(32)
d. Restaurants should provide free refills	5	4	3	2	1	9	(33)
e. Tea is usually fairly priced at restaurants	5	4	3	2	1	9	(34)

8. Now, I'm going to read you a list of soft drinks that some restaurants offer their customers. For each type I read, please tell me how likely you would be to order each one at a restaurant, if it were available. Would you say you would be very likely, somewhat likely, somewhat unlikely, very unlikely or that you would never order (INSERT EACH ITEM a-f BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Regular cola	1	2	3	4	5	6	(35)
b. Diet cola	1	2	3	4	5	6	(36)
c. Caffeine-free cola	1	2	3	4	5	6	(37)
d. Diet caffeine free cola .	1	2	3	4	5	6	(38)
e. Regular non-cola such as orange soda or lemon lime	1	2	3	4	5	6	(39)
f. Diet non-colas such as diet orange soda or diet-lemon lime	1	2	3	4	5	6	(40)

NOTE: IF RESPONDENT REPLIES "NEVER" TO EACH OF 8a-f ABOVE, GO TO QU. 10

9. Now, I'm going to talk to you about soft drinks served in restaurants. For each statement I read, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agreed Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know N/A	
a. Restaurants should offer diet soft drinks	5	4	3	2	1	9	(41)
b. Restaurants should offer decaffeinated soft drinks	5	4	3	2	1	9	(42)
c. You are loyal to certain brands of soft drinks and specifically ask for them when you eat out	5	4	3	2	1	9	(43)
d. Restaurants should offer soft drinks from a fountain instead of a bottle or can	5	4	3	2	1	9	(44)
e. Soft drinks are usually fairly priced at restaurants	5	4	3	2	1	9	(45)

10. Now, I'm going to read you a list of juices that some restaurants offer their customers. For each type of juice that I read please tell me how likely you would be to order each one at a restaurant if it were available. Would you say you would be very likely, somewhat likely, somewhat unlikely, very unlikely or that you would never order (INSERT EACH ITEM a-g BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Orange juice	1	2	3	4	5	9	(46)
b. Grapefruit juice	1	2	3	4	5	9	(47)
c. Apple juice	1	2	3	4	5	9	(48)
d. Grape juice	1	2	3	4	5	9	(49)
e. Cranberry juice	1	2	3	4	5	9	(50)
f. Pineapple juice	1	2	3	4	5	9	(51)
g. Vegetable juice	1	2	3	4	5	9	(52)

NOTE: IF RESPONDENT REPLIES NEVER TO EACH OF 10a-g ABOVE, GO TO QU. 12

11. Now, I'm going to talk to you about juices served in restaurants. For each statement I read, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know/ NA	
a. Restaurants should offer fresh juices as well as prepared ones even if you have to pay a higher price	5	4	3	2	1	9	(53)
b. Juice is usually fairly priced at restaurants	5	4	3	2	1	9	(54)

12. The next topic involves alcoholic beverages. Do you ever drink alcoholic beverages, including beer or wine or cocktails away from home at a restaurant or eating place?

Yes 1
No .... 2 --> (GO TO QU. 21b) (55)

13. Now, I'm going to read you a list of beers that some restaurants offer their customers. For each type of beer that I read, please tell me how likely you would be to order each one at a restaurant if it were available. Would you say, you would be very likely, somewhat likely, somewhat unlikely, very unlikely, or that you would never order (INSERT EACH ITEM a-f BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Regular domestic Beer ...	1	2	3	4	5	6	(56)
b. Regular imported Beer ...	1	2	3	4	5	6	(57)
c. Lite Beer	1	2	3	4	5	6	(58)
d. Beer in a bottle	1	2	3	4	5	6	(59)
e. Draft glass of beer	1	2	3	4	5	6	(60)
f. Draft pitcher of beer ...	1	2	3	4	5	6	(61)

NOTE: IF RESPONDENT REPLIES NEVER TO EACH OF a-f ABOVE GO TO QU. 15

14. Now I'm going to talk to you about beers served in restaurants. For each statement I read, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know N/A	
a. You are loyal to certain brands of beers and specifically ask for them when you eat out ..	5	4	3	2	1	9	(62)
b. Restaurants should serve several imported Beers..	5	4	3	2	1	9	(63)
c. Restaurants should offer beer in pitchers	5	4	3	2	1	9	(64)
d. Beer is usually fairly priced at restaurants ..	5	4	3	2	1	9	(65)

15. Now, I'm going to read a list of wines that some restaurants offer their customers. As I read each type, please tell me how likely you would be to order each one at a restaurant if it were available. Would you say you would be very likely, somewhat likely, somewhat unlikely, very unlikely or that you would never order (INSERT EACH ITEM a-h BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Red wine	1	2	3	4	5	6	(66)
b. White wine	1	2	3	4	5	6	(67)
c. Rose (Rosay) wine	1	2	3	4	5	6	(68)
d. Wine coolers	1	2	3	4	5	6	(69)
e. Champagne	1	2	3	4	5	6	(70)
f. Wine by the glass	1	2	3	4	5	6	(71)
g. Wine by the carafe (Ku raff).	1	2	3	4	5	6	(72)
h. Wine by the bottle	1	2	3	4	5	6	(73)

74-78 Open
79 0 1 80
CD 2
Dup 1-4

NOTE: IF RESPONDENT REPLIES NEVER TO a-h ABOVE GO TO QU. 17

16. Now, I'm going to read several statements about wines served in restaurants. Please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know N/A	
a. You are comfortable ordering from a wine list	5	4	3	2	1	9	(5)
b. You like it when the server suggests a wine	5	4	4	2	1	9	(6)
c. You are well informed about wines	5	4	3	2	1	9	(7)
d. Servers usually don't know anything about wines which the restaurant serves	5	4	3	2	1	9	(8)
e. You are usually satisfied with a restaurant's house wine	5	4	3	2	1	9	(9)
f. Your decision to have wine is a spontaneous one	5	4	3	2	1	9	(10)
g. Wine is usually fairly priced at restaurants..	5	4	3	2	1	9	(11)

17. Next is a list of alcoholic drinks that some restaurants offer their customers. For each type I read, please tell me how likely you would be to order each one at a restaurant, if it were available. Would you say you would be very likely, somewhat likely, somewhat unlikely, very unlikely, or that you would never order: (READ ITEMS a-c BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Mixed drinks (such as bourbon and water, gin and tonic)	1	2	3	4	5	6	(12)
b. Thick, sweet fruity cocktails (such as Pina Coladas and daiquiris)	1	2	3	4	5	6	(13)
c. After dinner liqueur (licoor)	1	2	3	4	5	6	(14)

NOTE: IF RESPONDENT REPLIES "NEVER" TO EACH OF 17a-c ABOVE, GO TO QU. 19

18. Now, I'm going to read a number of statements about liquor. Please tell me whether you agree strongly, agree somewhat, neither agree, nor disagree, disagree somewhat, disagree strongly.

	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know/ N/A	
a. Your decision to order a cocktail before a meal is a spontaneous one	5	4	3	2	1	9	(15)
b. Restaurants generally make better cocktails than you can prepare at home	5	4	3	2	1	9	(16)
c. You are loyal to certain brands of liquor and specifically ask for them when you eat out	5	4	3	2	1	9	(17)
d. You usually have an after dinner drink when dining out at a fancy restaurant	5	4	3	2	1	9	(18)
e. Liquor is usually fairly priced at restaurants	5	4	3	2	1	9	(19)

19. When you eat out at a restaurant these days, do you order an alcoholic beverage, more often, less often, or about the same as in the past.

More often 1
Less often .... 2 --> (GO TO QU. 21a) (20)
About the same .... 3 --> (GO TO QU. 22)

20. Why are you ordering alcoholic beverages more often in restaurants? (DO NOT READ ALTERNATIVES)

I like them more 1
I am drinking more wine 2
I am drinking new drinks such as wine coolers .... 3 ---> (GO TO QU. 22)
I am now of legal drinking age 4
Other (Specify) ______________ (21-22)

____

21a. Why are you ordering alcoholic beverages less often in restaurants? (DO NOT READ ALTERNATIVES)

Health reasons 1
Concerns about drinking and driving 2
Cost/drinks too expensive 3
Calories/weight control .... 4 --> (GO TO QU. 22)
I don't enjoy alcoholic beverages as much any more .. 5
It doesn't agree with me 6 (22-23)
Religious reasons 7
Other (Specify) ______________

21b. Why don't you ever drink alcoholic beverages? [DO NOT READ ALTERNATIVES]

Health reasons	1	It doesn't agree with me	6
Concerns about drinking and driving	2	I never have	7
Cost/drinks too expensive	3	Religious reasons	8
Calories/weight control	4	Other (Specify) ______________	
I don't enjoy alcoholic beverages	5		(24-25)

22. Some restaurants are now offering traditionally alcoholic beverages that have no alcoholic content. Would you say you are very likely, somewhat likely, somewhat unlikely, very unlikely, or that you would never order or drink: (INSERT A-C BELOW)

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Never	Don't Know	
a. Non-alcoholic beer	1	2	3	4	5	6	(26)
b. Non-alcoholic wine	1	2	3	4	5	6	(27)
c. Non-alcoholic cocktails.. (such as a Bloody Mary or Pina Colada without any alcohol in it)	1	2	3	4	5	6	(28)

23. Now, I'm going to read a number of statements about beverages in general. Please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly. [START AT X'd ITEM)

[START AT X]	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know/ N/A	
[ ] a. If you order a cocktail such as a daiquiri or Pina Colada without alcohol you feel that it should be less expensive than one with alcohol in it	5	4	3	2	1	9	(29)
[ ] b. You prefer sweet tasting beverages	5	4	3	2	1	9	(30)
[ ] c. You look for low calorie beverages when you eat out	5	4	3	2	1	9	(31)
[ ] d. You avoid beverages which contain artificial sweeteners	5	4	3	2	1	9	(32)
[ ] e. You wish that restaurants offered low sodium beverages	5	4	3	2	1	9	(33)
[ ] f. You are drinking more water when eating at restaurants than you were a few years ago	5	4	3	2	1	9	(34)
[ ] g. You appreciate a restaurant offering beverages by the pitcher	5	4	3	2	1	9	(35)

		Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Don't Know N/A	
[ ]	h. If eating out with chldren, you will likely order beverages by the pitcher	5	4	3	2	1	9	(36)
[ ]	i. Restaurants offer enough different sizes of beverages ...	5	4	3	2	1	9	(37)
[ ]	j. You like to order bottled water at restaurants if it is available	5	4	3	2	1	9	(38)
[ ]	k. When a restaurant offers a special drink associated with a certain season or holidy, you are likely to order it	5	4	3	2	1	9	(39)
[ ]	l. When you eat at a restaurant, you nearly always drink the same beverage	5	4	3	2	1	9	(40)
[ ]	m. You like a restaurant which offers a variety of non-alcoholic beer, wines and drinks	5	4	3	2	1	9	(41)
[ ]	n. Cold beverages at restaurants are usually served at the right temperature	5	4	3	2	1	9	(42)
[ ]	o. Hot beverages at restaurants are usually served at the right temperature	5	4	3	2	1	9	(43)
[ ]	p. Restaurants usually put too much ice in soft drinks	5	4	3	2	1	9	(44)

To end our survey, I have just a few more questions about you and your household. This information will be treated confidentially and used to group your answers with those of other people we've talked to .

D1. May I please have your age as of your last birthday? (DO NOT READ LIST UNLESS RESPONDENT HESITATES.)

Under 25	1	65 - 74	6
25 - 34	2	75 - 84	7
35 - 44	3	85+	8
45 - 54	4	(DO NOT READ)Refused	9
55 - 64	5		

(45)

D2. Now, I would like to read a series of income groups. Please stop me when I read the group which describes your total household income, from all sources, in 1986. (READ LIST).

	Under $15,000	1
	$15,000 to less than $20,000	2
	$20,000 to less than $25,000	3
	$25,000 to less than $30,000	4
	$30,000 to less than $35,000	5
	$35,000 to less than $40,000	6
	$40,000 to less than $50,000	7
	$50,000 to less than $75,000	8
	$75,000 or more	9
(DO NOT READ)->	Refused	0

(46)

D3. What was the last grade of school you completed? (DO NOT READ LIST)

Completed grade school or less (8 years or less) 1

Some high school, not completed (9-11 years) 2

Completed high school (12 years) 3

Some college, not completed (13-15 years 4

Completed college (16 years) 5

Post graduate work started or completed (17 or more years) 6

DO NOT
READ)Refused 7

(47)

D4. Are you ...(READ LIST)

Employed full-time 1

Part-time 2

Retired 3

or, Not employed 4

(DO NOT
READ) -> Refused 5

(48)

D5. Which of the following best describes your marital status? (READ LIST)

Single or never married 1

Married 2

Separated or divorced 3

Widowed 4

(49)

D6. How many people live in your household at the present time? Please include yourself and any babies. (DO NOT READ)

1 2 3 4 5 6 7 8(or more) Refused 9 (50)

D7. (ASK IF 2 OR MORE;) How many in your household are ... (READ LIST)

Under 6 .... ___________ (51-52)

6 - 12 .... ___________ (53-54)

13 -17 .... ___________ (55-56)

D8. Which of the following best describes the area you live in?

Urban 1

Suburban 2 (57)

Rural 3

D9. What is your zip code? _____ _____ _____ _____ _____ (58-62)

D10. [RECORD]

Male 1

Female 2 (63)

64-78 Open
79 0 2 80

APPENDIX C

DEMOGRAPHICS OF RESPONDENTS

Table C-1

Restaurant Usage

Fast Food Patronage* in Last 2 Weeks	Total (1200) %
0	19
1-2	36
3+	45
Family Restaurant Patronage in Last 2 Weeks	
0	30
1-2	49
3+	21
Fancy/Atmosphere Restaurant Patronage in Last 2 Weeks	
0	69
1+	31

*Fast food refers to fast food, take-out and home delivery type restaurants.

Table C-2

Characteristics of Fast Food Patrons*

	Frequency of Visits in Last 2 Weeks		
	0 Visits (230) %	1-2 Visits (432) %	3+ Visits (536) %
Sex			
Male	41	46	53
Female	59	54	47
Age			
18 - 24	6	12	23
25 - 44	29	53	51
45+	65	35	25
Income			
Under $25,000	38	44	40
$25,000 - $34,999	23	20	22
$35,000+	23	27	32
Refused/No Answer	16	9	6
Education			
Some high school or less	16	13	10
Completed high school	41	41	37
Some college	22	22	25
College graduate	13	15	18
Post graduate work	7	8	10
Marital Status			
Single/Never married	16	20	35
Married	62	60	51
Separated/Divorced	8	12	9
Widowed	14	8	5
Children in Household			
Yes	25	48	45
No	75	52	55

(continued)

Table C-2 (continued)

Characteristics of Fast Food Patrons

	Frequency of Visits in Last 2 Weeks		
	0 Visits (230) %	1-2 Visits (432) %	3+ Visits (536) %
Population Density			
Urban	31	30	32
Suburban	37	40	40
Rural	32	30	28
Region			
Northeast	22	25	18
Midwest	28	26	24
South	29	31	38
West	21	18	21

*Fast food refers to fast food, take-out and home delivery type restaurants.

**Column totals may not add to 100% due to rounding.

Table C-3

Characteristics of Medium Priced/ Family Restaurant Patrons

	Frequency of Visits in Last 2 Weeks		
	0 Visits (360) %	1-2 Visits (585) %	3+ Visits (253) %
Sex			
Male	43	47	58
Female	57	53	42
Age			
18 - 24	14	17	15
25 - 44	49	48	44
45+	37	34	41
Income			
Under $25,000	51	40	29
$25,000 - $34,999	17	22	26
$35,000+	24	29	34
Refused/No Answer	8	9	12
Education			
Some high school or less	18	9	10
Completed high school	39	40	37
Some college	22	26	19
College graduate	15	15	20
Post graduate work	5	10	12
Marital Status			
Single/Never married	22	27	30
Married	58	56	55
Separated/Divorced	10	10	8
Widowed	9	7	7
Children in Household			
Yes	45	44	35
No	55	56	65

(continued)

Table C-3 (continued)

Characteristics of Medium Priced/ Family Restaurant Patrons

	Frequency of Visits in Last 2 Weeks		
	0 Visits (360) %	1-2 Visits (585) %	3+ Visits (253) %*
Population Density			
Urban	30	30	33
Suburban	37	40	42
Rural	33	29	25
Region			
Northeast	19	22	21
Midwest	24	25	29
South	38	32	32
West	21	20	19

*Column totals may not add to 100% due to rounding

Table C-4

Characteristics of Fancy Restaurant Patrons

	Frequency of Visits in Last 2 Weeks	
	0 Visits (823) %	1+ Visits (375) %
Sex		
Male	46	53
Female	54	47
Age		
18 - 24	15	17
25 - 44	48	46
45+	36	37
Income		
Under $25,000	47	29
$25,000 - $34,999	21	23
$35,000+	23	40
Refused/No Answer	9	8
Education		
Some high school	14	9
Completed high school	43	30
Some college	23	24
College graduate	13	22
Post graduate work	6	14
Marital Status		
Single/Never married	25	27
Married	56	58
Separated/Divorced	11	8
Widowed	8	7
Children in Household		
Yes	44	39
No	56	61

(continued)

Table C-4 (continued)

Characteristics of Fancy Restaurant Patrons

	Frequency of Visits in Last 2 Weeks	
	0 Visits (823) %	1+ Visits (375) %
Population Density		
Urban	32	29
Suburban	36	47
Rural	32	23
Region		
Northeast	21	21
Midwest	25	26
South	34	32
West	20	21

*Column totals may not add to 100% due to rounding.

DETAILED TABLES

```
JOB NUMBER 681901       CARD NUMBER 01

WHETHER HAVE EVER EATEN OUT OR ORDERED TAKE-OUT FOR FOOD/BEV.                                     QUESTION 1

                                                   TABLE 1

                                    *----------------------------------------AGE---------------------------------------**---INCOME-------*
                                    *------------------MALES-----------------**-----------------FEMALES----------------*
                                          18-   25-   35-   45-   55-  OVER          18-   25-   35-   45-   55-  OVER     <  $25K-  OVER
                               TOTAL   TOT    24    34    44    54    64    65   TOT    24    34    44    54    64    65  $25K 34.9K  $35K

YES                      05-1   1200   578    96   175   124    68    65    49   622    94   160   110    76    87    89   494   256   341
                                100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%

 ANALYZED RESPONDENTS           1200   578    96   175   124    68    65    49   622    94   160   110    76    87    89   494   256   341
                                100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%
```

```
JOB NUMBER 681901       CARD NUMBER 03

# OF TIMES EATEN FAST FOOD/TAKE-OUT/HOME DEL REST. IN PAST 2 WEEKS                                QUESTION 2A

                                                   TABLE 2

                                    *----------------------------------------AGE---------------------------------------**---INCOME-------*
                                    *------------------MALES-----------------**-----------------FEMALES----------------*
                                          18-   25-   35-   45-   55-  OVER          18-   25-   35-   45-   55-  OVER     <  $25K-  OVER
                               TOTAL   TOT    24    34    44    54    64    65   TOT    24    34    44    54    64    65  $25K 34.9K  $35K

0                        01-1    230    95     5    16    16    14    21    22   135     9    21    13    17    35    40    87    52    54
                                 19%   16%    5%    9%   13%   21%   32%   45%   22%   10%   13%   12%   23%   40%   45%   18%   20%   16%

1-2                      01-2    432   200    28    67    45    25    24    11   232    23    63    52    27    34    29   190    86   117
                                 36%   35%   29%   38%   37%   37%   37%   22%   37%   24%   39%   47%   36%   39%   33%   39%   34%   34%

3+                       01-3    536   282    63    92    62    29    20    16   254    62    76    45    31    18    20   216   117   170
                                 45%   49%   66%   53%   50%   43%   31%   33%   41%   66%   48%   41%   41%   21%   22%   44%   46%   50%

DON'T KNOW/NO ANSWER     01-X      2     1     -     -     1     -     -     -     1     -     -     -     1     -     -     1     1     -

 ANALYZED RESPONDENTS           1198   577    96   175   123    68    65    49   621    94   160   110    75    87    89   493   255   341
                                100%  100%  100%  100%  100%  101%  100%  100%  100%  100%  100%  100%  100%  100%  100%  101%  100%  100%

             MEAN                3.1   3.5   4.9   4.0   3.3   3.1   2.4   2.0   2.7   4.2   2.9   2.9   2.4   1.6   1.5   3.0   3.1   3.4
             STD DEV       3.3453.7774.4813.8283.2973.6933.0952.8532.8253.8722.5632.5062.3542.2001.8663.3223.2683.507
             STD ERROR     .0966.1572.4573.2894.2972.4479.3839.4076.1133.3993.2026.2389.2718.2359.1978.1496.2046.1899
```

```
JOB NUMBER 681901       CARD NUMBER 03                                                                                   PAGE 3

# OF TIMES EATEN FAM./ MODERATE-PRICED REST. IN PAST 2 WEEKS                                      QUESTION 2B

                                                     TABLE 3

                                     *---------------------------------AGE-----------------------------------**---INCOME----*
                                     *--------------MALES---------------**-------------FEMALES-------------*
                                           18-  25-  35-  45-  55- OVER        18-  25-  35-  45-  55- OVER   <  $25K- OVER
                               TOTAL  TOT  24   34   44   54   64   65   TOT  24   34   44   54   64   65 $25K 34.9K $35K

O                      02-1     360  155   27   49   39   15   13   11  205   24   57   30   25   34   35  185   60   86
                                30%  27%  28%  28%  32%  22%  20%  22%  33%  26%  36%  27%  33%  39%  39%  38%  24%  25%

1-2                    02-2     585  275   46   84   60   38   26   21  310   56   79   59   41   35   36  235  130  170
                                49%  48%  48%  48%  49%  56%  40%  43%  50%  60%  49%  54%  55%  40%  40%  48%  51%  50%

3+                     02-3     253  147   23   42   24   15   26   17  106   14   24   21    9   18   18   73   65   85
                                21%  25%  24%  24%  20%  22%  40%  35%  17%  15%  15%  19%  12%  21%  20%  15%  25%  25%

DON'T KNOW/NO ANSWER   02-X       2    1    -    -    1    -    -    -    1    -    -    -    1    -    -    1    1    -

 ANALYZED RESPONDENTS          1198  577   96  175  123   68   65   49  621   94  160  110   75   87   89  493  255  341
                               100% 100% 100% 100% 101% 100% 100% 100% 100% 101% 100% 100% 100% 100%  99% 101% 100% 100%

         MEAN                   1.8  2.1  1.9  2.0  1.7  1.9  3.2  2.1  1.6  1.8  1.4  1.6  1.6  1.7  1.4  1.4  2.2  1.9
         STD DEV              2.8062.7452.0422.7682.5702.2864.2851.6852.8424.1241.8191.8774.7012.6321.5712.2893.4612.268
         STD ERROR            .0810.1142.2084.2092.2317.2772.5315.2408.1140.4254.1438.1790.5428.2822.1665.1030.2167.1228
```

```
JOB NUMBER 681901       CARD NUMBER 03                                                                                   PAGE 4

# OF TIMES EATEN AT FANCY/ATMOSPHERE REST. IN PAST 2 WEEKS                                        QUESTION 2C

                                                     TABLE 4

                                     *---------------------------------AGE-----------------------------------**---INCOME----*
                                     *--------------MALES---------------**-------------FEMALES-------------*
                                           18-  25-  35-  45-  55- OVER        18-  25-  35-  45-  55- OVER   <  $25K- OVER
                               TOTAL  TOT  24   34   44   54   64   65   TOT  24   34   44   54   64   65 $25K 34.9K $35K

O                      03-1     823  378   68  113   91   43   32   31  445   58  116   77   58   64   67  384  169  192
                                69%  66%  71%  65%  74%  63%  49%  63%  72%  62%  73%  70%  77%  74%  75%  78%  66%  56%

1+                     03-2     375  199   28   62   32   25   33   18  176   36   44   33   17   23   22  109   86  149
                                31%  34%  29%  35%  26%  37%  51%  37%  28%  38%  28%  30%  23%  26%  25%  22%  34%  44%

DON'T KNOW/NO ANSWER   03-X       2    1    -    -    1    -    -    -    1    -    -    -    1    -    -    1    1    -

 ANALYZED RESPONDENTS          1198  577   96  175  123   68   65   49  621   94  160  110   75   87   89  493  255  341
                               100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 101% 100% 100% 100% 100% 100% 100% 100%

         MEAN                    .6   .7   .6   .7   .5   .7  1.1   .7   .5   .6   .4   .6   .3   .5   .3   .3   .6   .9
         STD DEV              1.2371.4021.4641.3531.3921.1951.6831.1911.0491.110.78491.618.67641.038.6886.75271.2211.541
         STD ERROR            .0357.0583.1494.1023.1255.1450.2088.1701.0421.1145.0620.1543.0781.1112.0729.0339.0765.0834
```

JOB NUMBER 681901   CARD NUMBER 03

TOTAL : # OF TIMES EATEN AT A RESTAURANT IN PAST 2 WEEKS

TABLE 5

```
                                          *----------------------------------AGE------------------------------------**---INCOME----*
                                          *-------------MALES--------------**-------------FEMALES------------------*
                                                   18-   25-   35-   45-   55-  OVER          18-   25-   35-   45-   55-  OVER     <  $25K-  OVER
                                   TOTAL   TOT    24    34    44    54    64    65   TOT    24    34    44    54    64    65  $25K 34.9K  $35K

0-2                          06-1    346   139    16    39    31    19    14    19   207    13    51    31    29    39    43   167    72    68
                                     29%   24%   17%   22%   25%   28%   22%   39%   33%   14%   32%   28%   38%   45%   48%   34%   28%   20%

3-5                          06-2    430   199    29    60    53    23    20    14   231    42    59    40    29    30    28   188    82   124
                                     36%   34%   30%   34%   43%   34%   31%   29%   37%   45%   37%   36%   38%   34%   31%   38%   32%   36%

6+                           06-3    424   240    51    76    40    26    31    16   184    39    50    39    18    18    18   139   102   149
                                     35%   42%   53%   43%   32%   38%   48%   33%   30%   41%   31%   35%   24%   21%   20%   28%   40%   44%

 ANALYZED RESPONDENTS               1200   578    96   175   124    68    65    49   622    94   160   110    76    87    89   494   256   341
                                    100%  100%  100%   99%  100%  100%  101%  101%  100%  100%  100%   99%  100%  100%   99%  100%  100%  100%

          MEAN                       5.4   6.2   7.4   6.7   5.4   5.7   6.6   4.8   4.7   6.7   4.7   5.1   4.3   3.8   3.2   4.8   5.8   6.2
          STD DEV                 5.1845.6045.4876.2464.7945.4935.9004.2254.6396.0283.7294.8745.2224.0962.8714.6825.7114.987
          STD ERROR               .1496.2331.5600.4721.4305.6661.7318.6035.1860.6217.2948.4647.5991.4391.3044.2106.3569.2700
```

JOB NUMBER 681901   CARD NUMBER 01

WHETHER AVOID ITEM AT LEAST SOMETIMES

QUESTION 3A

TABLE 6

CAFFEINE

```
                                          *----------------------------------AGE------------------------------------**---INCOME----*
                                          *-------------MALES--------------**-------------FEMALES------------------*
                                                   18-   25-   35-   45-   55-  OVER          18-   25-   35-   45-   55-  OVER     <  $25K-  OVER
                                   TOTAL   TOT    24    34    44    54    64    65   TOT    24    34    44    54    64    65  $25K 34.9K  $35K

YES                          12-1    621   265    45    82    51    36    27    23   356    48    87    70    42    47    58   245   129   182
                                     52%   46%   47%   47%   41%   53%   42%   47%   57%   51%   54%   64%   55%   54%   65%   50%   50%   53%

NO                           12-2    579   313    51    93    73    32    38    26   266    46    73    40    34    40    31   249   127   159
                                     48%   54%   53%   53%   59%   47%   58%   53%   43%   49%   46%   36%   45%   46%   35%   50%   50%   47%

 ANALYZED RESPONDENTS               1200   578    96   175   124    68    65    49   622    94   160   110    76    87    89   494   256   341
                                    100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%  100%
```

JOB NUMBER 681901   CARD NUMBER 01

WHETHER REASON FOR AVOIDING IS PERSONAL OR DOCTOR'S RECOMMEND.

QUESTION 3B

TABLE 7

CAFFEINE

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
PERSONAL	13-1	490 79%	224 85%	41 91%	78 95%	40 78%	28 78%	19 70%	17 74%	266 75%	42 89%	70 81%	56 80%	29 71%	31 66%	37 64%	189 78%	104 81%	150 82%
DOCTOR'S RECOMMENDATN	13-2	128 21%	41 15%	4 9%	4 5%	11 22%	8 22%	8 30%	6 26%	87 25%	5 11%	16 19%	14 20%	12 29%	16 34%	21 36%	53 22%	25 19%	32 18%
DON'T KNOW/NO ANSWER	13-R	3	-	-	-	-	-	-	-	3	1	1	-	1	-	-	3	-	-
ANALYZED RESPONDENTS		618 100%	265 100%	45 100%	82 100%	51 100%	36 100%	27 100%	23 100%	353 100%	47 100%	86 100%	70 100%	41 100%	47 100%	58 100%	242 100%	129 100%	182 100%

JOB NUMBER 681901   CARD NUMBER 01

WHETHER AVOID ITEM AT LEAST SOMETIMES

QUESTION 3A

TABLE 8

SODIUM

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
YES	14-1	650 54%	285 49%	43 45%	77 45%	56 45%	45 66%	33 51%	30 61%	365 59%	43 46%	82 51%	69 63%	47 62%	60 69%	59 66%	264 54%	134 53%	188 55%
NO	14-2	548 46%	291 51%	53 55%	96 55%	68 55%	23 34%	32 49%	19 39%	257 41%	51 54%	78 49%	41 37%	29 38%	27 31%	30 34%	229 46%	121 47%	153 45%
DON'T KNOW/NO ANSWER	14-R	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	1	1	-
ANALYZED RESPONDENTS		1198 100%	576 100%	96 100%	173 100%	124 100%	68 100%	65 100%	49 100%	622 100%	94 100%	160 100%	110 100%	76 100%	87 100%	89 100%	493 100%	255 100%	341 100%

JOB NUMBER 681901 CARD NUMBER 01

WHETHER REASON FOR AVOIDING IS PERSONAL OR DOCTOR'S RECOMMEND.

QUESTION 3B

TABLE 9

SODIUM

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
PERSONAL	15-1	471	220	39	71	44	30	19	16	251	37	67	50	27	36	32	187	101	138
		73%	77%	91%	92%	79%	67%	58%	53%	69%	88%	83%	72%	57%	60%	54%	71%	75%	73%
DOCTOR'S RECOMMENDATN	15-2	177	65	4	6	12	15	14	14	112	5	14	19	20	24	27	75	33	50
		27%	23%	9%	8%	21%	33%	42%	47%	31%	12%	17%	28%	43%	40%	46%	29%	25%	27%
DON'T KNOW/NO ANSWER	15-R	2	-	-	-	-	-	-	-	2	1	1	-	-	-	-	2	-	-
ANALYZED RESPONDENTS		648	285	43	77	56	45	33	30	363	42	81	69	47	60	59	262	134	188
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

JOB NUMBER 681901 CARD NUMBER 01

WHETHER AVOID ITEM AT LEAST SOMETIMES

QUESTION 3A

TABLE 10

HIGH CALORIE ITEMS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
YES	16-1	708	282	38	74	57	48	38	26	426	53	108	84	49	60	67	276	158	213
		59%	49%	40%	42%	46%	71%	58%	53%	68%	56%	68%	76%	64%	69%	75%	56%	62%	62%
NO	16-2	492	296	58	101	67	20	27	23	196	41	52	26	27	27	22	218	98	128
		41%	51%	60%	58%	54%	29%	42%	47%	32%	44%	33%	24%	36%	31%	25%	44%	38%	38%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%

JOB NUMBER 681901 CARD NUMBER 01

WHETHER REASON FOR AVOIDING IS PERSONAL OR DOCTOR'S RECOMMEND.

QUESTION 3B

TABLE 11

HIGH CALORIE ITEMS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
PERSONAL	17-1	590	245	37	70	53	36	27	21	345	49	99	76	35	40	43	231	133	182
		84%	87%	97%	95%	93%	75%	71%	81%	81%	92%	93%	90%	73%	67%	64%	84%	85%	85%
DOCTOR'S RECOMMENDATN	17-2	116	37	1	4	4	12	11	5	79	4	8	8	13	20	24	44	24	31
		16%	13%	3%	5%	7%	25%	29%	19%	19%	8%	7%	10%	27%	33%	36%	16%	15%	15%
DON'T KNOW/NO ANSWER	17-R	2	-	-	-	-	-	-	-	2	-	1	-	1	-	-	1	1	-
ANALYZED RESPONDENTS		706	282	38	74	57	48	38	26	424	53	107	84	48	60	67	275	157	213
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

JOB NUMBER 681901 CARD NUMBER 01

WHETHER AVOID ITEM AT LEAST SOMETIMES

QUESTION 3A

TABLE 12

ALCOHOLIC BEVERAGES

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
YES	18-1	755	323	56	84	68	38	39	37	432	54	108	74	58	62	70	342	154	183
		63%	56%	58%	48%	55%	56%	60%	76%	69%	57%	68%	67%	76%	71%	79%	69%	60%	54%
NO	18-2	445	255	40	91	56	30	26	12	190	40	52	36	18	25	19	152	102	158
		37%	44%	42%	52%	45%	44%	40%	24%	31%	43%	33%	33%	24%	29%	21%	31%	40%	46%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%

WHETHER REASON FOR AVOIDING IS PERSONAL OR DOCTOR'S RECOMMEND. QUESTION 3B

TABLE 13

ALCOHOLIC BEVERAGES

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
PERSONAL	19-1	684	296	53	82	63	30	33	34	388	51	102	69	46	54	61	314	141	164
		91%	92%	96%	98%	93%	79%	85%	92%	91%	96%	95%	93%	84%	87%	87%	93%	92%	91%
DOCTOR'S RECOMMENDATN	19-2	65	26	2	2	5	8	6	3	39	2	5	5	9	8	9	25	12	17
		9%	8%	4%	2%	7%	21%	15%	8%	9%	4%	5%	7%	16%	13%	13%	7%	8%	9%
DON'T KNOW/NO ANSWER	19-R	6	1	1	-	-	-	-	-	5	1	1	-	3	-	-	3	1	2
ANALYZED RESPONDENTS		749	322	55	84	68	38	39	37	427	53	107	74	55	62	70	339	153	181
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

LIKELIHOOD OF ORDERING TYPES OF COFFEE AT A RESTAURANT IF AVAIL. QUESTION 4A

TABLE 14

REGULAR BREWED COFFEE

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		641	329	37	87	83	45	47	29	312	29	72	59	39	54	57	260	128	194
		53%	57%	39%	50%	67%	66%	72%	59%	50%	31%	45%	54%	51%	62%	64%	53%	50%	57%
VERY LIKELY (5)	20-1	467	239	17	58	67	37	36	23	228	22	49	44	31	39	41	190	92	144
		39%	41%	18%	33%	54%	54%	55%	47%	37%	23%	31%	40%	41%	45%	46%	38%	36%	42%
SOMEWHAT LIKELY (4)	20-2	174	90	20	29	16	8	11	6	84	7	23	15	8	15	16	70	36	50
		15%	16%	21%	17%	13%	12%	17%	12%	14%	7%	14%	14%	11%	17%	18%	14%	14%	15%
SOMEWHAT UNLIKELY (3)	20-3	49	21	5	8	5	2	-	1	28	4	8	6	4	2	4	19	4	21
		4%	4%	5%	5%	4%	3%		2%	5%	4%	5%	5%	5%	2%	4%	4%	2%	6%
VERY UNLIKELY (2)	20-4	62	37	6	12	7	5	3	4	25	2	7	9	3	1	3	22	21	16
		5%	6%	6%	7%	6%	7%	5%	8%	4%	2%	4%	8%	4%	1%	3%	4%	8%	5%
NEVER (1)	20-5	441	185	47	68	28	15	13	14	256	59	73	36	29	30	25	188	102	110
		37%	32%	49%	39%	23%	22%	20%	29%	41%	63%	46%	33%	38%	34%	28%	38%	40%	32%
DON'T KNOW	20-6	7	6	1	-	1	1	2	1	1	-	-	-	1	-	-	5	1	-
		1%	1%	1%		1%	1%	3%	2%	*				1%			1%	*	
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	100%	101%	101%	99%	100%	100%	101%	99%	100%	100%	100%	99%	99%	99%	100%	100%
MEAN		3.14	3.28	2.52	2.98	3.71	3.70	3.86	3.42	3.00	2.27	2.80	3.20	3.12	3.37	3.51	3.11	2.98	3.30
STD DEV		1.795	1.762	1.653	1.764	1.666	1.675	1.612	1.765	1.814	1.733	1.788	1.757	1.825	1.794	1.710	1.807	1.807	1.756
STD ERROR		.0519	.0737	.1696	.1333	.1502	.2046	.2030	.2548	.0728	.1787	.1413	.1675	.2107	.1924	.1812	.0817	.1131	.0950

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF COFFEE AT A RESTAURANT IF AVAIL.

QUESTION 4B

TABLE 15

CAFFEINE FREE BREWED
COFFEE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		366 31%	144 25%	19 20%	37 21%	30 24%	22 32%	19 29%	16 33%	222 36%	17 18%	46 29%	46 42%	32 42%	39 45%	39 44%	149 30%	72 28%	110 32%
VERY LIKELY	(5) 21-1	195 16%	72 12%	5 5%	14 8%	16 13%	11 16%	14 22%	12 24%	123 20%	12 13%	20 13%	27 25%	18 24%	21 24%	22 25%	80 16%	37 14%	57 17%
SOMEWHAT LIKELY	(4) 21-2	171 14%	72 12%	14 15%	23 13%	14 11%	11 16%	5 8%	4 8%	99 16%	5 5%	26 16%	19 17%	14 18%	18 21%	17 19%	69 14%	35 14%	53 16%
SOMEWHAT UNLIKELY	(3) 21-3	93 8%	62 11%	11 11%	20 11%	13 10%	8 12%	6 9%	4 8%	31 5%	4 4%	8 5%	3 3%	3 4%	5 6%	8 9%	37 7%	23 9%	28 8%
VERY UNLIKELY	(2) 21-4	165 14%	95 16%	9 9%	23 13%	24 19%	16 24%	15 23%	8 16%	70 11%	12 13%	16 10%	19 17%	8 11%	10 11%	5 6%	58 12%	36 14%	62 18%
NEVER	(1) 21-5	572 48%	274 47%	57 59%	94 54%	56 45%	22 32%	24 37%	21 43%	298 48%	61 65%	90 56%	42 38%	33 43%	32 37%	37 42%	248 50%	125 49%	141 41%
DON'T KNOW	21-6	4 *	3 1%	-	1 1%	1 1%	-	1 2%	-	1 *	-	-	-	-	1 1%	-	2 *	-	-
ANALYZED RESPONDENTS		1200 100%	578 99%	96 99%	175 100%	124 99%	68 100%	65 101%	49 99%	622 100%	94 100%	160 100%	110 100%	76 100%	87 100%	89 101%	494 99%	256 100%	341 100%
MEAN		2.37	2.26	1.97	2.08	2.27	2.60	2.53	2.55	2.48	1.88	2.19	2.73	2.68	2.84	2.80	2.34	2.31	2.48
STD DEV		1.566	1.464	1.326	1.378	1.454	1.476	1.570	1.654	1.648	1.428	1.533	1.667	1.695	1.662	1.690	1.577	1.526	1.546
STD ERROR		.0453	.0610	.1353	.1045	.1311	.1790	.1963	.2363	.0661	.1472	.1212	.1589	.1944	.1792	.1791	.0711	.0954	.0837

LIKELIHOOD OF ORDERING TYPES OF COFFEE AT A RESTAURANT IF AVAIL. QUESTION 4C

TABLE 16

REGULAR INSTANT COFFEE

			AGE																INCOME		
			MALES							FEMALES											
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		223 19%	114 20%	22 23%	33 19%	22 18%	14 21%	13 20%	10 20%	109 18%	12 13%	22 14%	16 15%	15 20%	17 20%	25 28%	111 22%	42 16%	52 15%
VERY LIKELY	(5) 22-1	100 8%	47 8%	5 5%	7 4%	10 8%	10 15%	9 14%	6 12%	53 9%	5 5%	11 7%	5 5%	6 8%	8 9%	16 18%	50 10%	18 7%	20 6%
SOMEWHAT LIKELY	(4) 22-2	123 10%	67 12%	17 18%	26 15%	12 10%	4 6%	4 6%	4 8%	56 9%	7 7%	11 7%	11 10%	9 12%	9 10%	9 10%	61 12%	24 9%	32 9%
SOMEWHAT UNLIKELY	(3) 22-3	94 8%	50 9%	8 8%	15 9%	12 10%	6 9%	5 8%	4 8%	44 7%	10 11%	7 4%	13 12%	4 5%	4 5%	6 7%	41 8%	18 7%	28 8%
VERY UNLIKELY	(2) 22-4	192 16%	102 18%	10 10%	28 16%	23 19%	13 19%	16 25%	11 22%	90 14%	8 9%	29 18%	16 15%	10 13%	18 21%	9 10%	70 14%	44 17%	64 19%
NEVER	(1) 22-5	684 57%	309 53%	56 58%	99 57%	66 53%	35 51%	30 46%	23 47%	375 60%	63 67%	102 64%	65 59%	45 59%	48 55%	48 54%	269 54%	151 59%	197 58%
DON'T KNOW	22-6	7 1%	3 1%	-	-	1 1%	-	1 2%	1 2%	4 1%	1 1%	-	-	2 3%	-	1 1%	3 1%	1 *	-
ANALYZED RESPONDENTS		1200 100%	578 101%	96 99%	175 101%	124 101%	68 100%	65 101%	49 99%	622 100%	94 100%	160 100%	110 101%	76 100%	87 100%	89 100%	494 99%	256 99%	341 100%
MEAN		1.96	2.03	2.01	1.94	2.00	2.13	2.16	2.15	1.90	1.74	1.75	1.86	1.93	1.98	2.27	2.09	1.88	1.87
STD DEV		1.348	1.351	1.357	1.265	1.325	1.464	1.427	1.414	1.342	1.226	1.229	1.224	1.368	1.355	1.607	1.427	1.288	1.243
STD ERROR		.0390	.0563	.1385	.0956	.1194	.1775	.1784	.2041	.0540	.1271	.0972	.1167	.1591	.1453	.1713	.0644	.0806	.0673

LIKELIHOOD OF ORDERING TYPES OF COFFEE AT A RESTAURANT IF AVAIL.

QUESTION 4D

TABLE 17

CAFFEINE FREE INSTANT COFFEE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		191 16%	76 13%	10 10%	15 9%	13 10%	18 26%	9 14%	11 22%	115 18%	14 15%	19 12%	20 18%	17 22%	20 23%	22 25%	84 17%	34 13%	55 16%
VERY LIKELY	(5) 23-1	91 8%	34 6%	-	5 3%	7 6%	8 12%	5 8%	9 18%	57 9%	6 6%	7 4%	8 7%	7 9%	9 10%	17 19%	39 8%	18 7%	21 6%
SOMEWHAT LIKELY	(4) 23-2	100 8%	42 7%	10 10%	10 6%	6 5%	10 15%	4 6%	2 4%	58 9%	8 9%	12 8%	12 11%	10 13%	11 13%	5 6%	45 9%	16 6%	34 10%
SOMEWHAT UNLIKELY	(3) 23-3	61 5%	35 6%	6 6%	14 8%	6 5%	8 12%	1 2%	-	26 4%	2 2%	8 5%	5 5%	4 5%	2 2%	5 6%	19 4%	14 5%	26 8%
VERY UNLIKELY	(2) 23-4	216 18%	115 20%	10 10%	36 21%	29 23%	9 13%	19 29%	11 22%	101 16%	13 14%	31 19%	21 19%	10 13%	14 16%	12 13%	86 17%	49 19%	65 19%
NEVER	(1) 23-5	722 60%	344 60%	69 72%	109 62%	74 60%	32 47%	34 52%	26 53%	378 61%	64 68%	102 64%	64 58%	45 59%	51 59%	49 55%	300 61%	158 62%	194 57%
DON'T KNOW	23-6	10 1%	8 1%	1 1%	1 1%	2 2%	1 1%	2 3%	1 2%	2 *	1 1%	-	-	-	-	1 1%	5 1%	1 *	1 *
ANALYZED RESPONDENTS		1200 100%	578 100%	96 99%	175 101%	124 101%	68 100%	65 100%	49 99%	622 99%	94 100%	160 100%	110 100%	76 99%	87 100%	89 100%	494 100%	256 99%	341 100%
MEAN		1.84	1.78	1.55	1.66	1.71	2.30	1.84	2.10	1.90	1.70	1.69	1.90	2.00	2.00	2.19	1.85	1.77	1.89
STD DEV		1.287	1.204	1.002	1.037	1.134	1.476	1.224	1.544	1.357	1.242	1.134	1.306	1.414	1.430	1.594	1.309	1.228	1.261
STD ERROR		.0373	.0504	.1028	.0786	.1026	.1803	.1542	.2229	.0545	.1288	.0897	.1246	.1622	.1533	.1699	.0592	.0769	.0684

LIKELIHOOD OF ORDERING TYPES OF COFFEE AT A RESTAURANT IF AVAIL. QUESTION 4E

TABLE 18

ICED COFFEE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		99 8%	49 8%	7 7%	18 10%	6 5%	4 6%	8 12%	6 12%	50 8%	7 7%	11 7%	11 10%	7 9%	5 6%	9 10%	33 7%	23 9%	37 11%
VERY LIKELY	(5) 24-1	33 3%	12 2%	2 2%	4 2%	1 1%	-	3 5%	2 4%	21 3%	4 4%	7 4%	1 1%	3 4%	3 3%	3 3%	10 2%	9 4%	11 3%
SOMEWHAT LIKELY	(4) 24-2	66 6%	37 6%	5 5%	14 8%	5 4%	4 6%	5 8%	4 8%	29 5%	3 3%	4 3%	10 9%	4 5%	2 2%	6 7%	23 5%	14 5%	26 8%
SOMEWHAT UNLIKELY	(3) 24-3	37 3%	22 4%	4 4%	7 4%	4 3%	3 4%	1 2%	3 6%	15 2%	5 5%	3 2%	3 3%	1 1%	2 2%	1 1%	15 3%	4 2%	14 4%
VERY UNLIKELY	(2) 24-4	163 14%	93 16%	9 9%	30 17%	21 17%	10 15%	15 23%	7 14%	70 11%	9 10%	25 16%	11 10%	8 11%	9 10%	8 9%	62 13%	42 16%	48 14%
NEVER	(1) 24-5	896 75%	412 71%	75 78%	120 69%	92 74%	51 75%	41 63%	33 67%	484 78%	71 76%	120 75%	85 77%	60 79%	71 82%	71 80%	382 77%	185 72%	242 71%
DON'T KNOW	24-6	5 *	2 *	1 1%	-	1 1%	-	-	-	3 *	2 2%	1 1%	-	-	-	-	2 *	2 1%	-
ANALYZED RESPONDENTS		1200 101%	578 99%	96 99%	175 100%	124 100%	68 100%	65 101%	49 99%	622 99%	94 100%	160 101%	110 100%	76 100%	87 99%	89 100%	494 100%	256 100%	341 100%
MEAN		1.47	1.51	1.42	1.58	1.39	1.41	1.68	1.67	1.44	1.48	1.45	1.46	1.45	1.36	1.45	1.41	1.50	1.58
STD DEV		.9869	.9806	.9467	1.037	.8027	.8266	1.124	1.149	.9913	1.037	.9818	.9786	1.031	.9094	1.038	.9093	1.018	1.081
STD ERROR		.0285	.0408	.0971	.0784	.0723	.1002	.1394	.1642	.0398	.1081	.0778	.0933	.1182	.0975	.1101	.0409	.0639	.0585

JOB NUMBER 681901 CARD NUMBER 01

AGREE/DISAGREE WITH STATEMENTS ABT COFFEE SERVED IN RESTAURANTS

QUESTION 5A

TABLE 19

RESTAURANTS SHOULD
OFFER A DECAF COFFEE

		AGE														INCOME		
		MALES							FEMALES									
	TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)	766 87%	360 84%	50 86%	98 86%	88 89%	48 81%	45 79%	30 73%	406 90%	41 87%	100 92%	78 98%	51 88%	67 91%	66 86%	311 87%	158 86%	225 88%
AGREE STRONGLY (5) 25-5	595 68%	263 61%	36 62%	69 61%	64 65%	33 56%	37 65%	24 59%	332 74%	31 66%	82 75%	67 84%	43 74%	54 73%	52 68%	229 64%	121 66%	188 73%
AGREE SOMEWHAT (4) 25-4	171 19%	97 23%	14 24%	29 25%	24 24%	15 25%	8 14%	6 15%	74 16%	10 21%	18 17%	11 14%	8 14%	13 18%	14 18%	82 23%	37 20%	37 14%
NEITHER AGREE NOR DISAGREE (3) 25-3	44 5%	27 6%	3 5%	7 6%	5 5%	5 8%	4 7%	3 7%	17 4%	2 4%	2 2%	2 3%	3 5%	2 3%	6 8%	18 5%	4 2%	16 6%
DISAGREE SOMEWHAT (2) 25-2	25 3%	16 4%	1 2%	4 4%	2 2%	3 5%	3 5%	3 7%	9 2%	1 2%	3 3%	-	1 2%	2 3%	2 3%	8 2%	9 5%	8 3%
DISAGREE STRONGLY (1) 25-1	28 3%	15 3%	3 5%	2 2%	2 2%	2 3%	2 4%	4 10%	13 3%	1 2%	3 3%	-	3 5%	3 4%	2 3%	15 4%	7 4%	4 2%
DON'T KNOW/ N/A 25-9	15 2%	11 3%	1 2%	3 3%	2 2%	1 2%	3 5%	1 2%	4 1%	2 4%	1 1%	-	-	-	1 1%	5 1%	5 3%	3 1%
ANALYZED RESPONDENTS	878 100%	429 100%	58 100%	114 101%	99 100%	59 99%	57 100%	41 100%	449 100%	47 99%	109 101%	80 101%	58 100%	74 101%	77 101%	357 99%	183 100%	256 99%
MEAN	4.48	4.38	4.39	4.43	4.51	4.28	4.39	4.08	4.58	4.53	4.60	4.81	4.50	4.53	4.47	4.43	4.44	4.57
STD DEV	.9564	1.012	1.038	.8966	.8509	1.047	1.078	1.367	.8899	.8589	.8812	.4498	1.038	.9756	.9385	.9972	1.032	.8656
STD ERROR	.0325	.0495	.1375	.0851	.0864	.1374	.1467	.2161	.0421	.1280	.0848	.0502	.1363	.1134	.1076	.0531	.0774	.0544

AGREE/DISAGREE WITH STATEMENTS ABT COFFEE SERVED IN RESTAURANTS QUESTION 5B

TABLE 20

RESTAURANTS SHOULD PROVIDE FREE REFILLS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		795 91%	385 90%	50 86%	104 91%	92 93%	53 90%	50 88%	35 85%	410 91%	40 85%	102 94%	75 94%	54 93%	67 91%	69 90%	319 89%	167 91%	234 91%
AGREE STRONGLY (5)	26-5	637 73%	300 70%	35 60%	74 65%	74 75%	44 75%	41 72%	31 76%	337 75%	33 70%	80 73%	62 78%	44 76%	56 76%	60 78%	263 74%	132 72%	180 70%
AGREE SOMEWHAT (4)	26-4	158 18%	85 20%	15 26%	30 26%	18 18%	9 15%	9 16%	4 10%	73 16%	7 15%	22 20%	13 16%	10 17%	11 15%	9 12%	56 16%	35 19%	54 21%
NEITHER AGREE NOR DISAGREE (3)	26-3	26 3%	11 3%	1 2%	4 4%	2 2%	-	1 2%	3 7%	15 3%	2 4%	4 4%	3 4%	-	1 1%	4 5%	10 3%	5 3%	8 3%
DISAGREE SOMEWHAT (2)	26-2	29 3%	13 3%	2 3%	2 2%	2 2%	4 7%	2 4%	1 2%	16 4%	5 11%	1 1%	2 3%	3 5%	4 5%	1 1%	14 4%	7 4%	6 2%
DISAGREE STRONGLY (1)	26-1	16 2%	11 3%	3 5%	3 3%	2 2%	1 2%	2 4%	-	5 1%	-	2 2%	-	1 2%	1 1%	1 1%	8 2%	2 1%	6 2%
DON'T KNOW/ N/A	26-9	12 1%	9 2%	2 3%	1 1%	1 1%	1 2%	2 4%	2 5%	3 1%	-	-	-	-	1 1%	2 3%	6 2%	2 1%	2 1%
ANALYZED RESPONDENTS		878 100%	429 101%	58 99%	114 101%	99 100%	59 101%	57 102%	41 100%	449 100%	47 100%	109 100%	80 101%	58 100%	74 99%	77 100%	357 101%	183 100%	256 99%
MEAN		4.58	4.55	4.38	4.50	4.63	4.57	4.55	4.67	4.62	4.45	4.62	4.69	4.60	4.60	4.68	4.57	4.59	4.56
STD DEV		.8519	.8944	1.061	.8634	.8003	.9305	.9689	.7279	.8083	.9851	.7637	.6632	.8697	.8717	.7511	.9025	.8133	.8571
STD ERROR		.0289	.0436	.1418	.0812	.0808	.1221	.1306	.1165	.0382	.1437	.0731	.0741	.1142	.1020	.0867	.0481	.0604	.0537

AGREE/DISAGREE WITH STATEMENTS ABT COFFEE SERVED IN RESTAURANTS QUESTION 5C

TABLE 21

REST. SHLD OFFER DECAF
NOT INSTANT IN PACKET

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		670	314	44	87	65	46	44	27	356	40	89	71	46	53	54	270	138	199
		76%	73%	76%	76%	66%	78%	77%	66%	79%	85%	82%	89%	79%	72%	70%	76%	75%	78%
AGREE STRONGLY (5)	27-5	485	226	25	65	48	32	34	21	259	23	67	60	32	36	38	188	96	152
		55%	53%	43%	57%	48%	54%	60%	51%	58%	49%	61%	75%	55%	49%	49%	53%	52%	59%
AGREE SOMEWHAT (4)	27-4	185	88	19	22	17	14	10	6	97	17	22	11	14	17	16	82	42	47
		21%	21%	33%	19%	17%	24%	18%	15%	22%	36%	20%	14%	24%	23%	21%	23%	23%	18%
NEITHER AGREE NOR DISAGREE (3)	27-3	98	54	3	11	22	6	7	5	44	4	12	5	2	9	11	37	23	32
		11%	13%	5%	10%	22%	10%	12%	12%	10%	9%	11%	6%	3%	12%	14%	10%	13%	13%
DISAGREE SOMEWHAT (2)	27-2	45	23	6	6	7	1	2	1	22	1	7	1	3	4	6	21	8	12
		5%	5%	10%	5%	7%	2%	4%	2%	5%	2%	6%	1%	5%	5%	8%	6%	4%	5%
DISAGREE STRONGLY (1)	27-1	41	24	3	6	4	2	3	6	17	2	1	2	4	5	3	18	10	8
		5%	6%	5%	5%	4%	3%	5%	15%	4%	4%	1%	3%	7%	7%	4%	5%	5%	3%
DON'T KNOW/ N/A	27-9	24	14	2	4	1	4	1	2	10	-	-	1	3	3	3	11	4	5
		3%	3%	3%	4%	1%	7%	2%	5%	2%			1%	5%	4%	4%	3%	2%	2%
ANALYZED RESPONDENTS		878	429	58	114	99	59	57	41	449	47	109	80	58	74	77	357	183	256
		100%	101%	99%	100%	99%	100%	101%	100%	101%	100%	99%	100%	99%	100%	100%	100%	99%	100%
MEAN		4.20	4.13	4.02	4.22	4.00	4.33	4.25	3.90	4.27	4.23	4.35	4.59	4.22	4.06	4.08	4.16	4.15	4.29
STD DEV		1.133	1.183	1.187	1.162	1.169	.9918	1.137	1.464	1.079	.9938	.9709	.8644	1.201	1.220	1.159	1.155	1.150	1.062
STD ERROR		.0387	.0580	.1586	.1108	.1181	.1337	.1520	.2344	.0515	.1449	.0929	.0972	.1619	.1448	.1348	.0621	.0859	.0670

AGREE/DISAGREE WITH STATEMENTS ABT COFFEE SERVED IN RESTAURANTS QUESTION 5D

TABLE 22

COFFEE IS USU FAIRLY
PRICED AT RESTAURANTS

			AGE																INCOME		
			MALES							FEMALES											
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		636	305	43	95	69	35	41	21	331	39	85	61	42	50	53	266	132	179
		72%	71%	74%	83%	70%	59%	72%	51%	74%	83%	78%	76%	72%	68%	69%	75%	72%	70%
AGREE STRONGLY	(5) 28-5	312	157	15	50	35	21	25	10	155	16	43	31	21	23	20	129	66	90
		36%	37%	26%	44%	35%	36%	44%	24%	35%	34%	39%	39%	36%	31%	26%	36%	36%	35%
AGREE SOMEWHAT	(4) 28-4	324	148	28	45	34	14	16	11	176	23	42	30	21	27	33	137	66	89
		37%	34%	48%	39%	34%	24%	28%	27%	39%	49%	39%	38%	36%	36%	43%	38%	36%	35%
NEITHER AGREE NOR DISAGREE	(3) 28-3	34	18	4	5	4	1	2	2	16	-	7	1	-	4	3	9	6	17
		4%	4%	7%	4%	4%	2%	4%	5%	4%		6%	1%		5%	4%	3%	3%	7%
DISAGREE SOMEWHAT	(2) 28-2	78	39	5	8	10	6	5	5	39	3	8	7	7	7	6	30	25	20
		9%	9%	9%	7%	10%	10%	9%	12%	9%	6%	7%	9%	12%	9%	8%	8%	14%	8%
DISAGREE STRONGLY	(1) 28-1	102	51	2	4	12	13	8	12	51	4	8	6	7	12	13	41	16	30
		12%	12%	3%	4%	12%	22%	14%	29%	11%	9%	7%	8%	12%	16%	17%	11%	9%	12%
DON'T KNOW/ N/A	28-9	28	16	4	2	4	4	1	1	12	1	1	5	2	1	2	11	4	10
		3%	4%	7%	2%	4%	7%	2%	2%	3%	2%	1%	6%	3%	1%	3%	3%	2%	4%
ANALYZED RESPONDENTS		878	429	58	114	99	59	57	41	449	47	109	80	58	74	77	357	183	256
		101%	100%	100%	100%	99%	101%	101%	99%	101%	100%	99%	101%	99%	98%	101%	99%	100%	101%
MEAN		3.78	3.78	3.91	4.15	3.74	3.44	3.80	3.05	3.79	3.96	3.96	3.97	3.75	3.58	3.55	3.82	3.79	3.77
STD DEV		1.344	1.364	1.023	1.036	1.378	1.626	1.444	1.611	1.324	1.178	1.193	1.232	1.391	1.432	1.407	1.333	1.311	1.343
STD ERROR		.0461	.0671	.1392	.0979	.1413	.2193	.1930	.2548	.0633	.1737	.1148	.1423	.1860	.1676	.1625	.0717	.0980	.0856

LIKELIHOOD OF ORDERING TYPES OF TEA AT A RESTAURANT IF AVAIL.

QUESTION 6A

TABLE 23

REGULAR HOT TEA

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		487	202	43	61	45	22	14	17	285	41	78	53	36	40	34	184	104	155
		41%	35%	45%	35%	36%	32%	22%	35%	46%	44%	49%	48%	47%	46%	38%	37%	41%	45%
VERY LIKELY	(5) 29-1	226	88	16	28	20	12	5	7	138	19	34	27	15	21	21	87	52	66
		19%	15%	17%	16%	16%	18%	8%	14%	22%	20%	21%	25%	20%	24%	24%	18%	20%	19%
SOMEWHAT LIKELY	(4) 29-2	261	114	27	33	25	10	9	10	147	22	44	26	21	19	13	97	52	89
		22%	20%	28%	19%	20%	15%	14%	20%	24%	23%	28%	24%	28%	22%	15%	20%	20%	26%
SOMEWHAT UNLIKELY	(3) 29-3	91	48	9	20	5	8	4	2	43	9	12	10	2	4	6	43	15	31
		8%	8%	9%	11%	4%	12%	6%	4%	7%	10%	8%	9%	3%	5%	7%	9%	6%	9%
VERY UNLIKELY	(2) 29-4	108	70	8	24	21	6	5	6	38	9	6	6	3	4	10	47	23	34
		9%	12%	8%	14%	17%	9%	8%	12%	6%	10%	4%	5%	4%	5%	11%	10%	9%	10%
NEVER	(1) 29-5	513	257	36	69	53	32	42	24	256	35	64	41	35	39	39	220	114	120
		43%	44%	38%	39%	43%	47%	65%	49%	41%	37%	40%	37%	46%	45%	44%	45%	45%	35%
DON'T KNOW	29-6	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
		*	*		1%														*
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	99%	100%	100%	100%	101%	101%	99%	100%	100%	101%	100%	101%	101%	101%	102%	100%	99%
MEAN		2.65	2.49	2.78	2.58	2.50	2.47	1.92	2.39	2.80	2.80	2.86	2.93	2.71	2.76	2.63	2.56	2.63	2.84
STD DEV		1.627	1.565	1.575	1.543	1.573	1.594	1.395	1.575	1.670	1.608	1.656	1.660	1.692	1.721	1.678	1.608	1.658	1.589
STD ERROR		.0470	.0651	.1608	.1169	.1413	.1933	.1731	.2250	.0669	.1658	.1309	.1583	.1941	.1846	.1779	.0723	.1036	.0861

LIKELIHOOD OF ORDERING TYPES OF TEA AT A RESTAURANT IF AVAIL. QUESTION 6B

TABLE 24

CAFFEINE FREE HOT TEA

			AGE															INCOME	
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		216	71	13	22	18	9	3	6	145	20	44	29	19	18	13	86	43	64
		18%	12%	14%	13%	15%	13%	5%	12%	23%	21%	28%	26%	25%	21%	15%	17%	17%	19%
VERY LIKELY	(5) 30-1	107	30	6	10	4	4	2	4	77	9	22	15	11	12	7	49	18	26
		9%	5%	6%	6%	3%	6%	3%	8%	12%	10%	14%	14%	14%	14%	8%	10%	7%	8%
SOMEWHAT LIKELY	(4) 30-2	109	41	7	12	14	5	1	2	68	11	22	14	8	6	6	37	25	38
		9%	7%	7%	7%	11%	7%	2%	4%	11%	12%	14%	13%	11%	7%	7%	7%	10%	11%
SOMEWHAT UNLIKELY	(3) 30-3	81	47	13	17	8	5	3	1	34	12	4	9	2	2	4	34	13	30
		7%	8%	14%	10%	6%	7%	5%	2%	5%	13%	3%	8%	3%	2%	4%	7%	5%	9%
VERY UNLIKELY	(2) 30-4	208	128	20	44	30	15	11	8	80	13	17	20	9	8	13	80	53	68
		17%	22%	21%	25%	24%	22%	17%	16%	13%	14%	11%	18%	12%	9%	15%	16%	21%	20%
NEVER	(1) 30-5	688	330	50	91	68	39	48	33	358	48	95	52	45	58	57	291	147	176
		57%	57%	52%	52%	55%	57%	74%	67%	58%	51%	59%	47%	59%	67%	64%	59%	57%	52%
DON'T KNOW	30-6	7	2	-	1		-	-	1	5	1	-	-	1	1	2	3	-	3
		1%	*		1%				2%	1%	1%			1%	1%	2%	1%		1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	99%	100%	101%	99%	99%	101%	99%	100%	101%	101%	100%	100%	100%	100%	100%	100%	101%
MEAN		1.94	1.81	1.95	1.89	1.84	1.82	1.43	1.67	2.07	2.14	2.12	2.27	2.08	1.91	1.77	1.93	1.88	2.02
STD DEV		1.346	1.170	1.227	1.183	1.152	1.199	.8938	1.230	1.481	1.403	1.546	1.488	1.538	1.491	1.283	1.362	1.278	1.323
STD ERROR		.0389	.0487	.1253	.0897	.1035	.1454	.1108	.1775	.0596	.1455	.1222	.1419	.1776	.1608	.1376	.0614	.0799	.0719

LIKELIHOOD OF ORDERING TYPES OF TEA AT A RESTAURANT IF AVAIL.

QUESTION 6C

TABLE 25

REGULAR ICED TEA

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		765 64%	368 64%	66 69%	115 66%	81 65%	40 59%	39 60%	27 55%	397 64%	61 65%	107 67%	81 74%	51 67%	46 53%	48 54%	318 64%	172 67%	221 65%
VERY LIKELY	(5) 31-1	492 41%	227 39%	39 41%	75 43%	51 41%	25 37%	21 32%	16 33%	265 43%	45 48%	71 44%	51 46%	28 37%	32 37%	36 40%	222 45%	104 41%	135 40%
SOMEWHAT LIKELY	(4) 31-2	273 23%	141 24%	27 28%	40 23%	30 24%	15 22%	18 28%	11 22%	132 21%	16 17%	36 23%	30 27%	23 30%	14 16%	12 13%	96 19%	68 27%	86 25%
SOMEWHAT UNLIKELY	(3) 31-3	49 4%	22 4%	5 5%	6 3%	3 2%	6 9%	2 3%	-	27 4%	3 3%	10 6%	6 5%	1 1%	3 3%	4 4%	15 3%	12 5%	16 5%
VERY UNLIKELY	(2) 31-4	44 4%	26 4%	8 8%	7 4%	5 4%	1 1%	1 2%	4 8%	18 3%	2 2%	3 2%	3 3%	-	4 5%	4 4%	18 4%	4 2%	16 5%
NEVER	(1) 31-5	340 28%	161 28%	17 18%	46 26%	35 28%	21 31%	23 35%	18 37%	179 29%	27 29%	40 25%	20 18%	24 32%	34 39%	33 37%	142 29%	68 27%	87 26%
DON'T KNOW	31-6	2 *	1 *	-	1 1%	-	-	-	-	1 *	1 1%	-	-	-	-	-	1 *	-	1 *
ANALYZED RESPONDENTS		1200 100%	578 99%	96 100%	175 100%	124 99%	68 100%	65 100%	49 100%	622 100%	94 100%	160 100%	110 99%	76 100%	87 100%	89 98%	494 100%	256 102%	341 101%
MEAN		3.44	3.43	3.66	3.52	3.46	3.32	3.20	3.06	3.46	3.54	3.59	3.81	3.41	3.07	3.16	3.48	3.53	3.49
STD DEV		1.686	1.672	1.505	1.666	1.686	1.684	1.720	1.754	1.699	1.732	1.632	1.492	1.695	1.799	1.804	1.718	1.639	1.635
STD ERROR		.0487	.0696	.1536	.1263	.1514	.2042	.2133	.2506	.0682	.1796	.1290	.1422	.1944	.1928	.1912	.0773	.1024	.0886

LIKELIHOOD OF ORDERING TYPES OF TEA AT A RESTAURANT IF AVAIL. QUESTION 6D

TABLE 26

CAFFEINE FREE ICED TEA

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		306 26%	136 24%	31 32%	38 22%	24 19%	17 25%	15 23%	11 22%	170 27%	26 28%	44 28%	36 33%	22 29%	23 26%	16 18%	134 27%	62 24%	86 25%
VERY LIKELY	(5) 32-1	160 13%	62 11%	11 11%	18 10%	11 9%	10 15%	4 6%	8 16%	98 16%	16 17%	23 14%	19 17%	12 16%	17 20%	9 10%	74 15%	26 10%	47 14%
SOMEWHAT LIKELY	(4) 32-2	146 12%	74 13%	20 21%	20 11%	13 10%	7 10%	11 17%	3 6%	72 12%	10 11%	21 13%	17 15%	10 13%	6 7%	7 8%	60 12%	36 14%	39 11%
SOMEWHAT UNLIKELY	(3) 32-3	86 7%	52 9%	8 8%	17 10%	13 10%	6 9%	5 8%	3 6%	34 5%	7 7%	10 6%	6 5%	3 4%	3 3%	5 6%	25 5%	18 7%	39 11%
VERY UNLIKELY	(2) 32-4	209 17%	121 21%	20 21%	43 25%	28 23%	16 24%	7 11%	7 14%	88 14%	14 15%	24 15%	19 17%	6 8%	13 15%	12 13%	84 17%	49 19%	62 18%
NEVER	(1) 32-5	585 49%	265 46%	36 38%	75 43%	59 48%	29 43%	38 58%	27 55%	320 51%	47 50%	81 51%	49 45%	43 57%	47 54%	50 56%	240 49%	126 49%	152 45%
DON'T KNOW	32-6	14 1%	4 1%	1 1%	2 1%	-	-	-	1 2%	10 2%	-	1 1%	-	2 3%	1 1%	6 7%	11 2%	1 *	2 1%
ANALYZED RESPONDENTS		1200 99%	578 101%	96 100%	175 100%	124 100%	68 101%	65 100%	49 99%	622 100%	94 100%	160 100%	110 99%	76 101%	87 100%	89 100%	494 100%	256 99%	341 100%
MEAN		2.23	2.21	2.47	2.21	2.10	2.31	2.02	2.13	2.25	2.30	2.25	2.44	2.22	2.22	1.95	2.26	2.16	2.31
STD DEV		1.489	1.412	1.457	1.373	1.336	1.467	1.375	1.536	1.558	1.563	1.529	1.575	1.604	1.609	1.404	1.534	1.421	1.474
STD ERROR		.0432	.0589	.1494	.1044	.1200	.1780	.1706	.2217	.0629	.1612	.1212	.1502	.1865	.1735	.1542	.0698	.0890	.0800

JOB NUMBER 681901 CARD NUMBER 01

AGREE/DISAGREE WITH STATEMENTS ABOUT TEA SERVED IN RESTAURANTS

QUESTION 7A

TABLE 27

REST. SHLD OFFER A SELECTION OF DIFF TEAS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		657 71%	301 69%	65 80%	101 73%	61 67%	32 64%	22 52%	20 57%	356 73%	58 81%	99 76%	67 71%	40 66%	46 75%	40 63%	288 76%	141 71%	179 65%
AGREE STRONGLY	(5) 33-5	393 42%	175 40%	39 48%	54 39%	37 41%	19 38%	13 31%	13 37%	218 45%	34 47%	56 43%	46 49%	26 43%	27 44%	24 38%	173 45%	84 42%	102 37%
AGREE SOMEWHAT	(4) 33-4	264 29%	126 29%	26 32%	47 34%	24 26%	13 26%	9 21%	7 20%	138 28%	24 33%	43 33%	21 22%	14 23%	19 31%	16 25%	115 30%	57 29%	77 28%
NEITHER AGREE NOR DISAGREE	(3) 33-3	100 11%	57 13%	5 6%	18 13%	12 13%	5 10%	11 26%	6 17%	43 9%	4 6%	14 11%	10 11%	4 7%	5 8%	6 10%	33 9%	23 12%	38 14%
DISAGREE SOMEWHAT	(2) 33-2	90 10%	42 10%	8 10%	13 9%	7 8%	9 18%	3 7%	2 6%	48 10%	6 8%	10 8%	10 11%	11 18%	6 10%	5 8%	34 9%	20 10%	30 11%
DISAGREE STRONGLY	(1) 33-1	56 6%	23 5%	2 2%	3 2%	6 7%	2 4%	5 12%	5 14%	33 7%	3 4%	8 6%	6 6%	6 10%	2 3%	8 13%	18 5%	10 5%	20 7%
DON'T KNOW/ N/A	33-9	22 2%	14 3%	1 1%	3 2%	5 5%	2 4%	1 2%	2 6%	8 2%	1 1%	-	1 1%	-	2 3%	4 6%	8 2%	4 2%	8 3%
ANALYZED RESPONDENTS		925 100%	437 100%	81 99%	138 99%	91 100%	50 100%	42 99%	35 100%	488 101%	72 99%	131 101%	94 100%	61 101%	61 99%	63 100%	381 100%	198 100%	275 100%
MEAN		3.94	3.92	4.15	4.01	3.92	3.79	3.54	3.64	3.96	4.13	3.98	3.98	3.70	4.07	3.73	4.05	3.95	3.79
STD DEV		1.224	1.195	1.073	1.057	1.231	1.257	1.326	1.431	1.249	1.112	1.178	1.269	1.418	1.117	1.412	1.161	1.194	1.266
STD ERROR		.0407	.0581	.1200	.0910	.1327	.1815	.2072	.2492	.0570	.1320	.1029	.1316	.1815	.1455	.1838	.0601	.0857	.0775

AGREE/DISAGREE WITH STATEMENTS ABOUT TEA SERVED IN RESTAURANTS QUESTION 7B

TABLE 28

REST. SHLD PROVIDE NEW
TEA BAG UPON REFILL

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		739	362	74	117	76	38	32	25	377	62	108	71	45	40	45	307	153	222
		80%	83%	91%	85%	84%	76%	76%	71%	77%	86%	82%	76%	74%	66%	71%	81%	77%	81%
AGREE STRONGLY	(5) 34-5	555	258	51	85	55	28	25	14	297	48	78	58	37	32	38	235	117	155
		60%	59%	63%	62%	60%	56%	60%	40%	61%	67%	60%	62%	61%	52%	60%	62%	59%	56%
AGREE SOMEWHAT	(4) 34-4	184	104	23	32	21	10	7	11	80	14	30	13	8	8	7	72	36	67
		20%	24%	28%	23%	23%	20%	17%	31%	16%	19%	23%	14%	13%	13%	11%	19%	18%	24%
NEITHER AGREE NOR	34-3	61	25	2	5	5	4	6	3	36	1	8	11	5	4	7	24	15	20
DISAGREE	(3)	7%	6%	2%	4%	5%	8%	14%	9%	7%	1%	6%	12%	8%	7%	11%	6%	8%	7%
DISAGREE SOMEWHAT	(2) 34-2	73	33	4	12	7	6	2	2	40	8	8	7	3	9	5	23	21	21
		8%	8%	5%	9%	8%	12%	5%	6%	8%	11%	6%	7%	5%	15%	8%	6%	11%	8%
DISAGREE STRONGLY	(1) 34-1	45	15	1	3	3	2	2	4	30	1	7	4	6	6	6	22	9	11
		5%	3%	1%	2%	3%	4%	5%	11%	6%	1%	5%	4%	10%	10%	10%	6%	5%	4%
DON'T KNOW/ N/A	34-9	7	2	-	1	-	-	-	1	5	-	-	1	2	2	-	5	-	1
		1%	*		1%				3%	1%			1%	3%	3%		1%		*
ANALYZED RESPONDENTS		925	437	81	138	91	50	42	35	488	72	131	94	61	61	63	381	198	275
		101%	100%	99%	101%	99%	100%	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	101%	99%
MEAN		4.23	4.28	4.47	4.34	4.30	4.12	4.21	3.85	4.19	4.39	4.25	4.23	4.14	3.86	4.05	4.26	4.17	4.22
STD DEV		1.173	1.088	.8619	1.042	1.084	1.210	1.145	1.331	1.242	1.048	1.148	1.174	1.346	1.455	1.373	1.179	1.213	1.121
STD ERROR		.0387	.0522	.0957	.0890	.1136	.1712	.1766	.2283	.0565	.1235	.1003	.1217	.1752	.1894	.1730	.0608	.0862	.0677

AGREE/DISAGREE WITH STATEMENTS ABOUT TEA SERVED IN RESTAURANTS QUESTION 7C

TABLE 29

HOT WATER/TEA BAG SHLD
BE SERVED SEPARATELY

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		724	331	60	108	68	38	35	22	393	55	105	79	45	49	56	301	148	219
		78%	76%	74%	78%	75%	76%	83%	63%	81%	76%	80%	84%	74%	80%	89%	79%	75%	80%
AGREE STRONGLY (5)	35-5	562	240	41	74	51	29	28	17	322	43	82	71	38	37	47	228	115	171
		61%	55%	51%	54%	56%	58%	67%	49%	66%	60%	63%	76%	62%	61%	75%	60%	58%	62%
AGREE SOMEWHAT (4)	35-4	162	91	19	34	17	9	7	5	71	12	23	8	7	12	9	73	33	48
		18%	21%	23%	25%	19%	18%	17%	14%	15%	17%	18%	9%	11%	20%	14%	19%	17%	17%
NEITHER AGREE NOR DISAGREE (3)	35-3	94	53	8	14	15	7	3	6	41	3	16	10	7	3	2	31	26	30
		10%	12%	10%	10%	16%	14%	7%	17%	8%	4%	12%	11%	11%	5%	3%	8%	13%	11%
DISAGREE SOMEWHAT (2)	35-2	45	20	7	4	3	1	2	3	25	12	2	1	3	5	2	22	9	12
		5%	5%	9%	3%	3%	2%	5%	9%	5%	17%	2%	1%	5%	8%	3%	6%	5%	4%
DISAGREE STRONGLY (1)	35-1	49	25	6	8	4	4	1	2	24	2	6	4	5	3	3	21	13	11
		5%	6%	7%	6%	4%	8%	2%	6%	5%	3%	5%	4%	8%	5%	5%	6%	7%	4%
DON'T KNOW/ N/A	35-9	13	8	-	4	1	-	1	2	5	-	2	-	1	1	-	6	2	3
		1%	2%		3%	1%		2%	6%	1%		2%		2%	2%		2%	1%	1%
ANALYZED RESPONDENTS		925	437	81	138	91	50	42	35	488	72	131	94	61	61	63	381	198	275
		100%	101%	100%	101%	99%	100%	100%	101%	100%	101%	102%	101%	99%	101%	100%	101%	101%	99%
MEAN		4.25	4.17	4.01	4.21	4.20	4.16	4.44	3.97	4.33	4.14	4.34	4.50	4.17	4.25	4.51	4.24	4.16	4.31
STD DEV		1.155	1.168	1.271	1.126	1.107	1.222	.9889	1.266	1.139	1.239	1.060	1.018	1.293	1.177	1.036	1.171	1.213	1.088
STD ERROR		.0382	.0564	.1412	.0973	.1167	.1728	.1544	.2205	.0518	.1460	.0933	.1050	.1669	.1520	.1306	.0604	.0867	.0659

JOB NUMBER 681901 CARD NUMBER 01

AGREE/DISAGREE WITH STATEMENTS ABOUT TEA SERVED IN RESTAURANTS

QUESTION 7D

TABLE 30

RESTAURANTS SHOULD
PROVIDE FREE REFILLS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		817	380	73	122	77	43	37	28	437	68	122	79	55	54	55	335	177	245
		88%	87%	90%	88%	85%	86%	88%	80%	90%	94%	93%	84%	90%	89%	87%	88%	89%	89%
AGREE STRONGLY	(5) 36-5	627	277	52	90	56	28	30	21	350	58	90	68	44	41	45	254	130	190
		68%	63%	64%	65%	62%	56%	71%	60%	72%	81%	69%	72%	72%	67%	71%	67%	66%	69%
AGREE SOMEWHAT	(4) 36-4	190	103	21	32	21	15	7	7	87	10	32	11	11	13	10	81	47	55
		21%	24%	26%	23%	23%	30%	17%	20%	18%	14%	24%	12%	18%	21%	16%	21%	24%	20%
NEITHER AGREE NOR DISAGREE	(3) 36-3	40	24	3	7	9	2	1	2	16	1	2	8	1	-	3	14	11	14
		4%	5%	4%	5%	10%	4%	2%	6%	3%	1%	2%	9%	2%		5%	4%	6%	5%
DISAGREE SOMEWHAT	(2) 36-2	38	18	3	4	4	3	2	2	20	1	5	5	3	6	-	18	6	9
		4%	4%	4%	3%	4%	6%	5%	6%	4%	1%	4%	5%	5%	10%		5%	3%	3%
DISAGREE STRONGLY	(1) 36-1	25	13	2	3	1	2	2	3	12	1	2	1	2	1	5	11	4	6
		3%	3%	2%	2%	1%	4%	5%	9%	2%	1%	2%	1%	3%	2%	8%	3%	2%	2%
DON'T KNOW/ N/A	36-9	5	2	-	2	-	-	-	-	3	1	-	1	-	-	-	3	-	1
		1%	*		1%					1%	1%		1%				1%		*
ANALYZED RESPONDENTS		925	437	81	138	91	50	42	35	488	72	131	94	61	61	63	381	198	275
		101%	99%	100%	99%	100%	100%	100%	101%	100%	99%	101%	100%	100%	100%	100%	101%	101%	99%
MEAN		4.47	4.41	4.46	4.49	4.40	4.28	4.45	4.17	4.53	4.73	4.55	4.51	4.51	4.43	4.43	4.45	4.48	4.51
STD DEV		.9540	.9792	.9169	.8910	.9124	1.059	1.073	1.275	.9269	.6911	.8308	.9346	.9855	1.015	1.136	.9781	.8859	.9010
STD ERROR		.0314	.0469	.1018	.0764	.0956	.1437	.1656	.2156	.0420	.0820	.0725	.0969	.1261	.1300	.1432	.0503	.0629	.0544

AGREE/DISAGREE WITH STATEMENTS ABOUT TEA SERVED IN RESTAURANTS QUESTION 7E

TABLE 31

TEA IS USUALLY FAIRLY PRICED AT RESTAURANTS

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		723	342	66	107	71	40	33	25	381	61	107	69	43	51	47	307	149	215
		78%	78%	81%	78%	78%	80%	79%	71%	78%	85%	82%	73%	70%	84%	75%	81%	75%	78%
AGREE STRONGLY (5)	37-5	398	172	31	53	34	19	22	13	226	30	67	42	25	33	27	168	80	124
		43%	39%	38%	38%	37%	38%	52%	37%	46%	42%	51%	45%	41%	54%	43%	44%	40%	45%
AGREE SOMEWHAT (4)	37-4	325	170	35	54	37	21	11	12	155	31	40	27	18	18	20	139	69	91
		35%	39%	43%	39%	41%	42%	26%	34%	32%	43%	31%	29%	30%	30%	32%	36%	35%	33%
NEITHER AGREE NOR DISAGREE (3)	37-3	62	35	5	15	4	2	4	5	27	3	9	5	2	2	5	22	15	20
		7%	8%	6%	11%	4%	4%	10%	14%	6%	4%	7%	5%	3%	3%	8%	6%	8%	7%
DISAGREE SOMEWHAT (2)	37-2	42	15	2	6	4	1	1	1	27	2	8	9	4	2	2	14	14	12
		5%	3%	2%	4%	4%	2%	2%	3%	6%	3%	6%	10%	7%	3%	3%	4%	7%	4%
DISAGREE STRONGLY (1)	37-1	51	23	5	5	6	2	2	3	28	3	4	6	8	3	3	19	13	12
		6%	5%	6%	4%	7%	4%	5%	9%	6%	4%	3%	6%	13%	5%	5%	5%	7%	4%
DON'T KNOW/ N/A	37-9	47	22	3	5	6	5	2	1	25	3	3	5	4	3	6	19	7	16
		5%	5%	4%	4%	7%	10%	5%	3%	5%	4%	2%	5%	7%	5%	10%	5%	4%	6%
ANALYZED RESPONDENTS		925	437	81	138	91	50	42	35	488	72	131	94	61	61	63	381	198	275
		101%	99%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	101%	99%
MEAN		4.11	4.09	4.09	4.08	4.05	4.20	4.25	3.91	4.13	4.20	4.23	4.01	3.84	4.31	4.16	4.17	3.99	4.17
STD DEV		1.106	1.064	1.064	1.011	1.126	.9568	1.066	1.197	1.143	.9717	1.034	1.240	1.411	1.053	1.072	1.059	1.184	1.062
STD ERROR		.0373	.0522	.1205	.0877	.1221	.1426	.1686	.2053	.0531	.1169	.0914	.1315	.1869	.1383	.1420	.0557	.0857	.0660

LIKELIHOOD OF ORDERING TYPES OF SOFT DRINKS AT A REST. IF AVAIL QUESTION 8A

TABLE 32

REGULAR COLA

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		646	361	74	125	79	33	30	20	285	60	81	55	36	30	21	286	139	174
		54%	62%	77%	71%	64%	49%	46%	41%	46%	64%	51%	50%	47%	34%	24%	58%	54%	51%
VERY LIKELY	(5) 38-1	374	216	45	75	50	17	16	13	158	34	50	30	21	14	8	170	85	88
		31%	37%	47%	43%	40%	25%	25%	27%	25%	36%	31%	27%	28%	16%	9%	34%	33%	26%
SOMEWHAT LIKELY	(4) 38-2	272	145	29	50	29	16	14	7	127	26	31	25	15	16	13	116	54	86
		23%	25%	30%	29%	23%	24%	22%	14%	20%	28%	19%	23%	20%	18%	15%	23%	21%	25%
SOMEWHAT UNLIKELY	(3) 38-3	92	51	2	14	17	10	6	2	41	9	15	7	3	4	2	18	26	37
		8%	9%	2%	8%	14%	15%	9%	4%	7%	10%	9%	6%	4%	5%	2%	4%	10%	11%
VERY UNLIKELY	(2) 38-4	129	56	11	12	12	9	6	6	73	7	20	21	6	10	9	52	25	41
		11%	10%	11%	7%	10%	13%	9%	12%	12%	7%	13%	19%	8%	11%	10%	11%	10%	12%
NEVER	(1) 38-5	333	110	9	24	16	16	23	21	223	18	44	27	31	43	57	138	66	89
		28%	19%	9%	14%	13%	24%	35%	43%	36%	19%	28%	25%	41%	49%	64%	28%	26%	26%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	99%	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
MEAN		3.19	3.52	3.94	3.80	3.69	3.13	2.91	2.69	2.88	3.54	3.14	3.09	2.86	2.40	1.94	3.26	3.26	3.13
STD DEV		1.629	1.527	1.337	1.406	1.410	1.513	1.642	1.716	1.660	1.506	1.627	1.575	1.729	1.600	1.432	1.663	1.612	1.559
STD ERROR		.0470	.0635	.1364	.1062	.1266	.1835	.2037	.2452	.0665	.1553	.1286	.1502	.1984	.1716	.1518	.0748	.1007	.0844

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF SOFT DRINKS AT A REST. IF AVAIL

QUESTION 8B

TABLE 33

DIET COLA

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		440 37%	180 31%	24 25%	58 33%	46 37%	21 31%	17 26%	14 29%	260 42%	45 48%	81 51%	49 45%	29 38%	31 36%	21 24%	166 34%	98 38%	135 40%
VERY LIKELY	(5) 39-1	255 21%	96 17%	10 10%	26 15%	31 25%	11 16%	11 17%	7 14%	159 26%	26 28%	61 38%	31 28%	19 25%	15 17%	4 4%	88 18%	64 25%	84 25%
SOMEWHAT LIKELY	(4) 39-2	185 15%	84 15%	14 15%	32 18%	15 12%	10 15%	6 9%	7 14%	101 16%	19 20%	20 13%	18 16%	10 13%	16 18%	17 19%	78 16%	34 13%	51 15%
SOMEWHAT UNLIKELY	(3) 39-3	69 6%	44 8%	8 8%	13 7%	10 8%	5 7%	7 11%	1 2%	25 4%	4 4%	7 4%	7 6%	2 3%	2 2%	2 2%	25 5%	12 5%	28 8%
VERY UNLIKELY	(2) 39-4	210 18%	141 24%	27 28%	45 26%	32 26%	18 26%	13 20%	6 12%	69 11%	11 12%	22 14%	17 15%	5 7%	9 10%	5 6%	91 18%	45 18%	59 17%
NEVER	(1) 39-5	480 40%	212 37%	37 39%	59 34%	36 29%	24 35%	28 43%	27 55%	268 43%	34 36%	50 31%	37 34%	40 53%	45 52%	61 69%	212 43%	101 39%	118 35%
DON'T KNOW	39-6	1 *	1 *	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 *
ANALYZED RESPONDENTS		1200 100%	578 101%	96 100%	175 100%	124 100%	68 99%	65 100%	49 99%	622 100%	94 100%	160 100%	110 99%	76 101%	87 99%	89 100%	494 100%	256 100%	341 100%
MEAN		2.60	2.50	2.30	2.55	2.78	2.50	2.37	2.19	2.70	2.91	3.13	2.90	2.51	2.39	1.85	2.47	2.67	2.78
STD DEV		1.620	1.508	1.377	1.476	1.578	1.490	1.514	1.563	1.711	1.692	1.738	1.667	1.750	1.635	1.362	1.578	1.666	1.627
STD ERROR		.0467	.0627	.1406	.1115	.1417	.1807	.1878	.2256	.0686	.1745	.1374	.1589	.2008	.1753	.1443	.0710	.1041	.0882

LIKELIHOOD OF ORDERING TYPES OF SOFT DRINKS AT A REST. IF AVAIL QUESTION 8C

TABLE 34

CAFFEINE-FREE COLA

			AGE																INCOME		
			MALES								FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		409 34%	187 32%	40 42%	52 30%	44 35%	22 32%	21 32%	8 16%	222 36%	37 39%	64 40%	50 45%	24 32%	28 32%	15 17%	160 32%	88 34%	123 36%
VERY LIKELY	(5) 40-1	195 16%	79 14%	13 14%	22 13%	22 18%	10 15%	9 14%	3 6%	116 19%	14 15%	38 24%	27 25%	16 21%	14 16%	4 4%	74 15%	48 19%	54 16%
SOMEWHAT LIKELY	(4) 40-2	214 18%	108 19%	27 28%	30 17%	22 18%	12 18%	12 18%	5 10%	106 17%	23 24%	26 16%	23 21%	8 11%	14 16%	11 12%	86 17%	40 16%	69 20%
SOMEWHAT UNLIKELY	(3) 40-3	104 9%	60 10%	5 5%	23 13%	16 13%	7 10%	3 5%	6 12%	44 7%	11 12%	12 8%	11 10%	5 7%	3 3%	2 2%	33 7%	28 11%	36 11%
VERY UNLIKELY	(2) 40-4	218 18%	136 24%	27 28%	42 24%	26 21%	19 28%	15 23%	7 14%	82 13%	14 15%	23 14%	19 17%	8 11%	10 11%	7 8%	97 20%	48 19%	59 17%
NEVER	(1) 40-5	460 38%	191 33%	23 24%	58 33%	36 29%	20 29%	26 40%	27 55%	269 43%	30 32%	61 38%	30 27%	39 51%	45 52%	63 71%	199 40%	91 36%	122 36%
DON'T KNOW	40-6	9 1%	4 1%	1 1%	-	2 2%	-	-	1 2%	5 1%	2 2%	-	-	-	1 1%	2 2%	5 1%	1 *	1 *
ANALYZED RESPONDENTS		1200 100%	578 101%	96 100%	175 100%	124 101%	68 100%	65 100%	49 99%	622 100%	94 100%	160 100%	110 100%	76 101%	87 99%	89 99%	494 100%	256 101%	341 100%
MEAN		2.55	2.56	2.79	2.52	2.74	2.60	2.43	1.96	2.54	2.75	2.73	2.98	2.39	2.33	1.69	2.47	2.63	2.63
STD DEV		1.536	1.453	1.428	1.417	1.492	1.436	1.498	1.290	1.609	1.500	1.645	1.566	1.654	1.602	1.253	1.523	1.545	1.519
STD ERROR		.0445	.0606	.1465	.1071	.1350	.1741	.1858	.1862	.0648	.1564	.1301	.1493	.1898	.1728	.1343	.0689	.0968	.0824

LIKELIHOOD OF ORDERING TYPES OF SOFT DRINKS AT A REST. IF AVAIL QUESTION 8D

TABLE 35

DIET CAFFEINE-FREE
COLA

			AGE															INCOME	
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		289	114	17	31	28	13	16	9	175	20	54	38	19	26	15	115	57	87
		24%	20%	18%	18%	23%	19%	25%	18%	28%	21%	34%	35%	25%	30%	17%	23%	22%	26%
VERY LIKELY	(5) 41-1	166	56	6	14	18	5	9	4	110	8	39	26	13	16	6	63	35	53
		14%	10%	6%	8%	15%	7%	14%	8%	18%	9%	24%	24%	17%	18%	7%	13%	14%	16%
SOMEWHAT LIKELY	(4) 41-2	123	58	11	17	10	8	7	5	65	12	15	12	6	10	9	52	22	34
		10%	10%	11%	10%	8%	12%	11%	10%	10%	13%	9%	11%	8%	11%	10%	11%	9%	10%
SOMEWHAT UNLIKELY	(3) 41-3	81	43	3	19	12	5	2	2	38	11	7	10	4	2	4	28	20	28
		7%	7%	3%	11%	10%	7%	3%	4%	6%	12%	4%	9%	5%	2%	4%	6%	8%	8%
VERY UNLIKELY	(2) 41-4	256	164	34	47	36	21	16	10	92	18	29	18	10	9	7	107	55	77
		21%	28%	35%	27%	29%	31%	25%	20%	15%	19%	18%	16%	13%	10%	8%	22%	21%	23%
NEVER	(1) 41-5	565	252	42	75	47	29	31	27	313	42	70	44	43	49	63	241	122	146
		47%	44%	44%	43%	38%	43%	48%	55%	50%	45%	44%	40%	57%	56%	71%	49%	48%	43%
DON'T KNOW	41-6	9	5	-	3	1	-	-	1	4	3	-	-	-	1	-	3	2	3
		1%	1%		2%	1%			2%	1%	3%				1%		1%	1%	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	99%	101%	101%	100%	101%	99%	100%	101%	99%	100%	100%	98%	100%	102%	101%	101%
MEAN		2.22	2.13	2.01	2.12	2.32	2.10	2.18	1.94	2.30	2.19	2.53	2.62	2.16	2.24	1.74	2.16	2.19	2.32
STD DEV		1.470	1.334	1.220	1.288	1.421	1.273	1.466	1.329	1.581	1.366	1.665	1.634	1.564	1.634	1.302	1.449	1.453	1.491
STD ERROR		.0426	.0557	.1245	.0982	.1281	.1544	.1818	.1918	.0636	.1432	.1316	.1558	.1795	.1762	.1380	.0653	.0911	.0811

LIKELIHOOD OF ORDERING TYPES OF SOFT DRINKS AT A REST. IF AVAIL QUESTION 8E

TABLE 36

REGULAR NON-COLA (I.E. ORANGE/LEMON-LIME)

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		526	282	60	97	56	27	27	15	244	46	71	47	32	25	20	219	121	151
		44%	49%	63%	55%	45%	40%	42%	31%	39%	49%	44%	43%	42%	29%	22%	44%	47%	44%
VERY LIKELY	(5) 42-1	208	108	23	39	18	9	12	7	100	25	23	19	13	10	8	98	50	48
		17%	19%	24%	22%	15%	13%	18%	14%	16%	27%	14%	17%	17%	11%	9%	20%	20%	14%
SOMEWHAT LIKELY	(4) 42-2	318	174	37	58	38	18	15	8	144	21	48	28	19	15	12	121	71	103
		27%	30%	39%	33%	31%	26%	23%	16%	23%	22%	30%	25%	25%	17%	13%	24%	28%	30%
SOMEWHAT UNLIKELY	(3) 42-3	98	55	9	18	14	5	6	3	43	13	9	10	5	2	4	31	30	29
		8%	10%	9%	10%	11%	7%	9%	6%	7%	14%	6%	9%	7%	2%	4%	6%	12%	9%
VERY UNLIKELY	(2) 42-4	199	105	15	31	27	16	8	8	94	9	26	26	8	11	13	77	35	69
		17%	18%	16%	18%	22%	24%	12%	16%	15%	10%	16%	24%	11%	13%	15%	16%	14%	20%
NEVER	(1) 42-5	374	136	12	29	27	20	24	23	238	24	54	27	31	48	52	165	70	91
		31%	24%	13%	17%	22%	29%	37%	47%	38%	26%	34%	25%	41%	55%	58%	33%	27%	27%
DON'T KNOW	42-6	3	-	-	-	-	-	-	-	3	2	-	-	-	1	-	2	-	1
		*								*	2%				1%		*		*
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	101%	101%	100%	101%	99%	99%	99%	99%	101%	100%	100%	101%	99%	99%	99%	101%	100%
MEAN		2.82	3.02	3.46	3.27	2.94	2.71	2.74	2.35	2.63	3.15	2.75	2.87	2.67	2.16	2.00	2.82	2.98	2.85
STD DEV		1.531	1.473	1.337	1.410	1.404	1.455	1.581	1.532	1.560	1.559	1.524	1.465	1.600	1.516	1.406	1.583	1.512	1.455
STD ERROR		.0442	.0612	.1365	.1066	.1261	.1765	.1961	.2189	.0627	.1626	.1205	.1397	.1836	.1635	.1490	.0713	.0945	.0789

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF SOFT DRINKS AT A REST. IF AVAIL

QUESTION 8F

TABLE 37

DIET NON-COLAS (I.E.
DIET ORANGE/LEMON-LM)

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		207	83	16	19	24	12	9	3	124	27	43	21	12	10	9	86	47	62
		17%	14%	17%	11%	19%	18%	14%	6%	20%	29%	27%	19%	16%	11%	10%	17%	18%	18%
VERY LIKELY	(5) 43-1	78	26	2	7	8	4	3	2	52	10	16	12	4	4	5	34	19	23
		7%	4%	2%	4%	6%	6%	5%	4%	8%	11%	10%	11%	5%	5%	6%	7%	7%	7%
SOMEWHAT LIKELY	(4) 43-2	129	57	14	12	16	8	6	1	72	17	27	9	8	6	4	52	28	39
		11%	10%	15%	7%	13%	12%	9%	2%	12%	18%	17%	8%	11%	7%	4%	11%	11%	11%
SOMEWHAT UNLIKELY	(3) 43-3	94	51	7	24	11	3	2	4	43	8	9	14	4	3	4	28	24	31
		8%	9%	7%	14%	9%	4%	3%	8%	7%	9%	6%	13%	5%	3%	4%	6%	9%	9%
VERY UNLIKELY	(2) 43-4	291	175	32	47	43	21	20	12	116	17	32	33	8	12	13	119	59	96
		24%	30%	33%	27%	35%	31%	31%	24%	19%	18%	20%	30%	11%	14%	15%	24%	23%	28%
NEVER	(1) 43-5	601	266	40	84	46	31	34	30	335	40	75	42	51	62	63	257	126	149
		50%	46%	42%	48%	37%	46%	52%	61%	54%	43%	47%	38%	67%	71%	71%	52%	49%	44%
DON'T KNOW	43-6	7	3	1	1	-	1	-	-	4	2	1	-	1	-	-	4	-	3
		1%	1%	1%	1%		1%			1%	2%	1%		1%			1%		1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	100%	101%	100%	100%	100%	99%	101%	101%	101%	100%	100%	100%	100%	101%	99%	100%
MEAN		1.99	1.96	2.01	1.91	2.17	2.00	1.83	1.63	2.01	2.35	2.23	2.24	1.75	1.60	1.60	1.95	2.04	2.09
STD DEV		1.266	1.163	1.128	1.118	1.236	1.233	1.144	1.003	1.354	1.455	1.435	1.327	1.255	1.129	1.128	1.276	1.299	1.264
STD ERROR		.0366	.0485	.1157	.0847	.1109	.1507	.1419	.1434	.0544	.1517	.1138	.1265	.1449	.1210	.1196	.0576	.0812	.0687

AGREE/DISAGREE WITH STATEMNTS ABT SOFT DKS SERVED IN RESTAURANTS QUESTION 9A

TABLE 38

RESTAURANTS SHLD OFFER
DIET SOFT DRINKS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		962 92%	472 90%	87 92%	152 89%	105 91%	55 93%	45 88%	28 80%	490 94%	77 87%	143 95%	101 98%	59 92%	58 94%	47 92%	387 91%	214 92%	280 93%
AGREE STRONGLY (5)	44-5	756 72%	353 67%	71 75%	116 68%	74 64%	34 58%	35 69%	23 66%	403 77%	68 76%	121 81%	83 81%	47 73%	45 73%	34 67%	308 72%	163 70%	222 74%
AGREE SOMEWHAT (4)	44-4	206 20%	119 23%	16 17%	36 21%	31 27%	21 36%	10 20%	5 14%	87 17%	9 10%	22 15%	18 17%	12 19%	13 21%	13 25%	79 19%	51 22%	58 19%
NEITHER AGREE NOR DISAGREE (3)	44-3	51 5%	34 6%	3 3%	14 8%	7 6%	2 3%	4 8%	4 11%	17 3%	7 8%	4 3%	1 1%	1 2%	2 3%	2 4%	21 5%	11 5%	15 5%
DISAGREE SOMEWHAT (2)	44-2	17 2%	13 2%	5 5%	3 2%	2 2%	1 2%	1 2%	1 3%	4 1%	2 2%	-	1 1%	-	-	1 2%	9 2%	3 1%	4 1%
DISAGREE STRONGLY (1)	44-1	16 2%	4 1%	-	-	1 1%	-	1 2%	2 6%	12 2%	2 2%	3 2%	-	4 6%	2 3%	1 2%	8 2%	3 1%	2 1%
DON'T KNOW/ N/A	44-9	3 *	2 *	-	1 1%	-	1 2%	-	-	1 *	1 1%	-	-	-	-	-	1 *	1 *	1 *
ANALYZED RESPONDENTS		1049 101%	525 99%	95 100%	170 100%	115 100%	59 101%	51 101%	35 100%	524 100%	89 99%	150 101%	103 100%	64 100%	62 100%	51 100%	426 100%	232 99%	302 100%
MEAN		4.60	4.54	4.61	4.57	4.52	4.52	4.51	4.31	4.65	4.58	4.72	4.78	4.53	4.60	4.53	4.58	4.59	4.64
STD DEV		.7870	.7871	.7853	.7194	.7615	.6497	.8716	1.140	.7826	.9010	.7035	.5011	1.015	.8320	.8249	.8342	.7552	.6994
STD ERROR		.0243	.0344	.0805	.0553	.0710	.0853	.1220	.1928	.0342	.0960	.0574	.0493	.1268	.1056	.1155	.0404	.0496	.0403

AGREE/DISAGREE WITH STATEMNTS ABT SOFT DKS SERVED IN RESTAURANTS QUESTION 9B

TABLE 39

RESTAURANTS SHLD OFFER
DECAF SOFT DRINKS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		907	441	81	148	93	53	41	25	466	76	138	93	53	56	45	373	192	264
		86%	84%	85%	87%	81%	90%	80%	71%	89%	85%	92%	90%	83%	90%	88%	88%	83%	87%
AGREE STRONGLY (5)	45-5	604	275	54	84	64	30	29	14	329	50	106	69	32	35	32	250	129	172
		58%	52%	57%	49%	56%	51%	57%	40%	63%	56%	71%	67%	50%	56%	63%	59%	56%	57%
AGREE SOMEWHAT (4)	45-4	303	166	27	64	29	23	12	11	137	26	32	24	21	21	13	123	63	92
		29%	32%	28%	38%	25%	39%	24%	31%	26%	29%	21%	23%	33%	34%	25%	29%	27%	30%
NEITHER AGREE NOR DISAGREE (3)	45-3	78	49	5	12	15	3	8	6	29	6	6	5	6	3	3	29	21	22
		7%	9%	5%	7%	13%	5%	16%	17%	6%	7%	4%	5%	9%	5%	6%	7%	9%	7%
DISAGREE SOMEWHAT (2)	45-2	31	17	6	5	4	1	-	1	14	2	4	3	2	2	1	13	10	5
		3%	3%	6%	3%	3%	2%		3%	3%	2%	3%	3%	3%	3%	2%	3%	4%	2%
DISAGREE STRONGLY (1)	45-1	25	14	3	4	2	1	1	3	11	4	2	1	2	1	1	7	8	8
		2%	3%	3%	2%	2%	2%	2%	9%	2%	4%	1%	1%	3%	2%	2%	2%	3%	3%
DON'T KNOW/ N/A	45-9	8	4	-	1	1	1	1	-	4	1	-	1	1	-	1	4	1	3
		1%	1%		1%	1%	2%	2%		1%	1%		1%	2%		2%	1%	*	1%
ANALYZED RESPONDENTS		1049	525	95	170	115	59	51	35	524	89	150	103	64	62	51	426	232	302
		100%	100%	99%	100%	100%	101%	101%	100%	101%	99%	100%	100%	100%	100%	100%	101%	99%	100%
MEAN		4.37	4.29	4.29	4.30	4.31	4.38	4.36	3.91	4.46	4.32	4.57	4.54	4.25	4.40	4.48	4.41	4.28	4.39
STD DEV		.9223	.9546	1.034	.9010	.9470	.8057	.8890	1.204	.8805	1.017	.8028	.8003	.9753	.8511	.8541	.8738	1.028	.8977
STD ERROR		.0285	.0418	.1061	.0693	.0887	.1057	.1257	.2035	.0386	.1084	.0655	.0792	.1228	.1080	.1207	.0425	.0676	.0519

AGREE/DISAGREE WITH STATEMNTS ABT SOFT DKS SERVED IN RESTAURANTS QUESTION 9C

TABLE 40

LOYAL TO CERTAIN SOFT
DK BRANDS/REQUEST THEM

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		775	374	76	119	81	45	31	22	401	67	116	83	49	50	31	326	182	207
		74%	71%	80%	70%	70%	76%	61%	63%	77%	75%	77%	81%	77%	81%	61%	77%	78%	69%
AGREE STRONGLY	(5) 46-5	585	273	59	92	53	29	24	16	312	54	88	69	37	35	24	247	136	151
		56%	52%	62%	54%	46%	49%	47%	46%	60%	61%	59%	67%	58%	56%	47%	58%	59%	50%
AGREE SOMEWHAT	(4) 46-4	190	101	17	27	28	16	7	6	89	13	28	14	12	15	7	79	46	56
		18%	19%	18%	16%	24%	27%	14%	17%	17%	15%	19%	14%	19%	24%	14%	19%	20%	19%
NEITHER AGREE NOR DISAGREE	(3) 46-3	60	32	3	7	9	3	6	4	28	2	12	5	2	1	6	25	6	24
		6%	6%	3%	4%	8%	5%	12%	11%	5%	2%	8%	5%	3%	2%	12%	6%	3%	8%
DISAGREE SOMEWHAT	(2) 46-2	104	59	8	21	11	7	8	4	45	9	14	7	6	3	6	36	22	35
		10%	11%	8%	12%	10%	12%	16%	11%	9%	10%	9%	7%	9%	5%	12%	8%	9%	12%
DISAGREE STRONGLY	(1) 46-1	100	56	8	22	13	4	6	3	44	10	8	7	6	7	6	33	21	36
		10%	11%	8%	13%	11%	7%	12%	9%	8%	11%	5%	7%	9%	11%	12%	8%	9%	12%
DON'T KNOW/ N/A	46-9	10	4	-	1	1	-	-	2	6	1	-	1	1	1	2	6	1	-
		1%	1%		1%	1%			6%	1%	1%		1%	2%	2%	4%	1%	*	
ANALYZED RESPONDENTS		1049	525	95	170	115	59	51	35	524	89	150	103	64	62	51	426	232	302
		101%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	101%
MEAN		4.02	3.91	4.17	3.86	3.85	4.00	3.69	3.85	4.12	4.05	4.16	4.28	4.08	4.11	3.76	4.12	4.10	3.83
STD DEV		1.373	1.413	1.311	1.495	1.390	1.275	1.475	1.373	1.324	1.437	1.222	1.239	1.360	1.344	1.464	1.297	1.343	1.444
STD ERROR		.0426	.0619	.1345	.1150	.1302	.1660	.2065	.2390	.0581	.1532	.0998	.1227	.1714	.1720	.2091	.0632	.0883	.0831

AGREE/DISAGREE WITH STATEMNTS ABT SOFT DKS SERVED IN RESTAURANTS

QUESTION 9D

TABLE 41

RESTAURANT SHLD OFFER
SFT DKS FROM FOUNTAIN

			AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		436	234	50	80	50	22	17	15	202	39	57	38	26	16	24	185	105	111
		42%	45%	53%	47%	43%	37%	33%	43%	39%	44%	38%	37%	41%	26%	47%	43%	45%	37%
AGREE STRONGLY	(5) 47-5	248	133	27	44	31	9	13	9	115	23	27	19	13	11	20	112	55	60
		24%	25%	28%	26%	27%	15%	25%	26%	22%	26%	18%	18%	20%	18%	39%	26%	24%	20%
AGREE SOMEWHAT	(4) 47-4	188	101	23	36	19	13	4	6	87	16	30	19	13	5	4	73	50	51
		18%	19%	24%	21%	17%	22%	8%	17%	17%	18%	20%	18%	20%	8%	8%	17%	22%	17%
NEITHER AGREE NOR DISAGREE	(3) 47-3	245	127	16	47	29	11	14	10	118	21	30	32	13	14	8	87	52	86
		23%	24%	17%	28%	25%	19%	27%	29%	23%	24%	20%	31%	20%	23%	16%	20%	22%	28%
DISAGREE SOMEWHAT	(2) 47-2	163	82	13	21	20	12	12	4	81	10	27	17	7	11	7	64	36	51
		16%	16%	14%	12%	17%	20%	24%	11%	15%	11%	18%	17%	11%	18%	14%	15%	16%	17%
DISAGREE STRONGLY	(1) 47-1	189	77	16	20	16	14	7	4	112	16	33	16	17	20	9	80	36	52
		18%	15%	17%	12%	14%	24%	14%	11%	21%	18%	22%	16%	27%	32%	18%	19%	16%	17%
DON'T KNOW/ N/A	47-9	16	5	-	2	-	-	1	2	11	3	3	-	1	1	3	10	3	2
		2%	1%		1%			2%	6%	2%	3%	2%		2%	2%	6%	2%	1%	1%
ANALYZED RESPONDENTS		1049	525	95	170	115	59	51	35	524	89	150	103	64	62	51	426	232	302
		101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	99%	101%	100%
MEAN		3.14	3.25	3.34	3.38	3.25	2.85	3.08	3.36	3.02	3.23	2.94	3.08	2.97	2.61	3.40	3.18	3.23	3.05
STD DEV		1.418	1.379	1.440	1.312	1.382	1.399	1.383	1.321	1.448	1.436	1.420	1.304	1.490	1.462	1.577	1.464	1.383	1.352
STD ERROR		.0441	.0605	.1478	.1012	.1288	.1822	.1956	.2300	.0639	.1548	.1171	.1285	.1877	.1873	.2277	.0718	.0914	.0781

AGREE/DISAGREE WITH STATEMNTS ABT SOFT DKS SERVED IN RESTAURANTS QUESTION 9E

TABLE 42

SOFTDRINKS ARE USU
FAIRLY PRICED AT REST.

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		628 60%	305 58%	53 56%	96 56%	64 56%	38 64%	35 69%	19 54%	323 62%	56 63%	99 66%	60 58%	37 58%	37 60%	31 61%	256 60%	146 63%	174 58%
AGREE STRONGLY (5)	48-5	257 24%	120 23%	19 20%	35 21%	24 21%	17 29%	16 31%	9 26%	137 26%	21 24%	36 24%	24 23%	14 22%	23 37%	16 31%	107 25%	61 26%	65 22%
AGREE SOMEWHAT (4)	48-4	371 35%	185 35%	34 36%	61 36%	40 35%	21 36%	19 37%	10 29%	186 35%	35 39%	63 42%	36 35%	23 36%	14 23%	15 29%	149 35%	85 37%	109 36%
NEITHER AGREE NOR DISAGREE (3)	48-3	48 5%	32 6%	5 5%	9 5%	11 10%	5 8%	-	2 6%	16 3%	2 2%	2 1%	1 1%	2 3%	6 10%	3 6%	18 4%	9 4%	19 6%
DISAGREE SOMEWHAT (2)	48-2	167 16%	85 16%	16 17%	34 20%	22 19%	7 12%	4 8%	2 6%	82 16%	14 16%	22 15%	23 22%	10 16%	6 10%	5 10%	63 15%	36 16%	56 19%
DISAGREE STRONGLY (1)	48-1	185 18%	96 18%	21 22%	29 17%	17 15%	9 15%	9 18%	11 31%	89 17%	14 16%	27 18%	18 17%	11 17%	10 16%	9 18%	79 19%	39 17%	48 16%
DON'T KNOW/ N/A	48-9	21 2%	7 1%	-	2 1%	1 1%	-	3 6%	1 3%	14 3%	3 3%	-	1 1%	4 6%	3 5%	3 6%	10 2%	2 1%	5 2%
ANALYZED RESPONDENTS		1049 100%	525 99%	95 100%	170 100%	115 101%	59 100%	51 100%	35 101%	524 100%	89 100%	150 100%	103 99%	64 100%	62 101%	51 100%	426 100%	232 101%	302 101%
MEAN		3.34	3.29	3.15	3.23	3.28	3.51	3.60	3.12	3.39	3.41	3.39	3.25	3.32	3.58	3.50	3.34	3.40	3.29
STD DEV		1.458	1.[illegible]	1.479	1.426	1.379	1.406	1.482	1.640	1.464	1.425	1.446	1.471	1.454	1.498	1.500	1.477	1.449	1.411
STD ERROR		.0455	.06[illegible]7	.1517	.1100	.1292	.1831	.2139	.2813	.0648	.1537	.1180	.1457	.1878	.1950	.2165	.0724	.0955	.0818

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL.

QUESTION 10A

TABLE 43

ORANGE JUICE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		962 80%	488 84%	82 85%	147 84%	106 85%	57 84%	55 85%	40 82%	474 76%	63 67%	122 76%	90 82%	64 84%	67 77%	64 72%	389 79%	210 82%	280 82%
VERY LIKELY	(5) 49-1	611 51%	305 53%	48 50%	78 45%	68 55%	42 62%	39 60%	29 59%	306 49%	38 40%	70 44%	57 52%	40 53%	48 55%	50 56%	253 51%	133 52%	175 51%
SOMEWHAT LIKELY	(4) 49-2	351 29%	183 32%	34 35%	69 39%	38 31%	15 22%	16 25%	11 22%	168 27%	25 27%	52 33%	33 30%	24 32%	19 22%	14 16%	136 28%	77 30%	105 31%
SOMEWHAT UNLIKELY	(3) 49-3	50 4%	24 4%	5 5%	13 7%	3 2%	1 1%	1 2%	1 2%	26 4%	8 9%	6 4%	5 5%	2 3%	2 2%	3 3%	16 3%	14 5%	20 6%
VERY UNLIKELY	(2) 49-4	68 6%	26 4%	3 3%	8 5%	8 6%	1 1%	3 5%	3 6%	42 7%	10 11%	12 8%	8 7%	6 8%	4 5%	2 2%	26 5%	17 7%	17 5%
NEVER	(1) 49-5	120 10%	40 7%	6 6%	7 4%	7 6%	9 13%	6 9%	5 10%	80 13%	13 14%	20 13%	7 6%	4 5%	14 16%	20 22%	63 13%	15 6%	24 7%
ANALYZED RESPONDENTS		1200 100%	578 100%	96 99%	175 100%	124 100%	68 99%	65 101%	49 99%	622 100%	94 101%	160 102%	110 100%	76 101%	87 100%	89 99%	494 100%	256 100%	341 100%
MEAN		4.05	4.19	4.20	4.16	4.23	4.18	4.22	4.14	3.93	3.69	3.88	4.14	4.18	3.95	3.81	3.99	4.16	4.14
STD DEV		1.294	1.156	1.095	1.018	1.134	1.360	1.258	1.324	1.398	1.436	1.372	1.186	1.143	1.484	1.634	1.379	1.158	1.176
STD ERROR		.0373	.0480	.1118	.0769	.1019	.1649	.1561	.1892	.0560	.1481	.1085	.1131	.1311	.1591	.1732	.0620	.0724	.0637

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL. QUESTION 10B

TABLE 44

GRAPEFRUIT JUICE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		498	237	32	67	52	35	29	21	261	31	55	60	38	36	38	194	111	158
		42%	41%	33%	38%	42%	51%	45%	43%	42%	33%	34%	55%	50%	41%	43%	39%	43%	46%
VERY LIKELY	(5) 50-1	238	105	12	28	19	22	9	14	133	17	29	29	17	21	17	91	57	74
		20%	18%	13%	16%	15%	32%	14%	29%	21%	18%	18%	26%	22%	24%	19%	18%	22%	22%
SOMEWHAT LIKELY	(4) 50-2	260	132	20	39	33	13	20	7	128	14	26	31	21	15	21	103	54	84
		22%	23%	21%	22%	27%	19%	31%	14%	21%	15%	16%	28%	28%	17%	24%	21%	21%	25%
SOMEWHAT UNLIKELY	(3) 50-3	113	73	16	24	12	7	8	6	40	7	19	7	2	2	3	29	28	47
		9%	13%	17%	14%	10%	10%	12%	12%	6%	7%	12%	6%	3%	2%	3%	6%	11%	14%
VERY UNLIKELY	(2) 50-4	219	124	25	37	38	11	5	8	95	24	27	19	9	11	5	94	53	55
		18%	21%	26%	21%	31%	16%	8%	16%	15%	26%	17%	17%	12%	13%	6%	19%	21%	16%
NEVER	(1) 50-5	370	144	23	47	22	15	23	14	226	32	59	24	27	38	43	177	64	81
		31%	25%	24%	27%	18%	22%	35%	29%	36%	34%	37%	22%	36%	44%	48%	36%	25%	24%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	101%	100%	101%	99%	100%	100%	99%	100%	100%	99%	101%	100%	100%	100%	100%	101%
MEAN		2.81	2.88	2.72	2.79	2.91	3.24	2.80	2.98	2.75	2.57	2.62	3.20	2.89	2.66	2.60	2.67	2.95	3.04
STD DEV		1.546	1.466	1.359	1.451	1.373	1.572	1.521	1.609	1.614	1.519	1.544	1.530	1.642	1.700	1.680	1.568	1.518	1.491
STD ERROR		.0446	.0610	.1387	.1097	.1233	.1907	.1886	.2299	.0647	.1567	.1221	.1459	.1884	.1823	.1781	.0705	.0949	.0807

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL.

QUESTION 10C

APPLE JUICE

TABLE 45

			AGE																
			MALES							FEMALES							INCOME		
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		589 49%	291 50%	60 63%	103 59%	62 50%	28 41%	20 31%	18 37%	298 48%	51 54%	79 49%	61 55%	38 50%	34 39%	33 37%	253 51%	127 50%	168 49%
VERY LIKELY	(5) 51-1	247 21%	118 20%	26 27%	44 25%	20 16%	11 16%	10 15%	7 14%	129 21%	26 28%	39 24%	18 16%	15 20%	18 21%	12 13%	123 25%	48 19%	62 18%
SOMEWHAT LIKELY	(4) 51-2	342 29%	173 30%	34 35%	59 34%	42 34%	17 25%	10 15%	11 22%	169 27%	25 27%	40 25%	43 39%	23 30%	16 18%	21 24%	130 26%	79 31%	106 31%
SOMEWHAT UNLIKELY	(3) 51-3	120 10%	67 12%	8 8%	20 11%	15 12%	14 21%	7 11%	3 6%	53 9%	7 7%	17 11%	15 14%	7 9%	3 3%	4 4%	36 7%	31 12%	47 14%
VERY UNLIKELY	(2) 51-4	155 13%	87 15%	12 13%	19 11%	23 19%	10 15%	13 20%	9 18%	68 11%	9 10%	20 13%	14 13%	5 7%	8 9%	11 12%	62 13%	37 14%	40 12%
NEVER	(1) 51-5	334 28%	133 23%	16 17%	33 19%	24 19%	16 24%	25 38%	19 39%	201 32%	27 29%	44 28%	19 17%	25 33%	42 48%	41 46%	143 29%	61 24%	84 25%
DON'T KNOW	51-9	2 *	-	-	-	-	-	-	-	2 *	-	-	1 1%	1 1%	-	-	-	-	2 1%
ANALYZED RESPONDENTS		1200 101%	578 100%	96 100%	175 100%	124 100%	68 101%	65 99%	49 99%	622 100%	94 101%	160 101%	110 100%	76 100%	87 99%	89 99%	494 100%	256 100%	341 101%
MEAN		3.01	3.10	3.44	3.35	3.09	2.96	2.49	2.55	2.93	3.15	3.06	3.25	2.97	2.54	2.46	3.06	3.06	3.06
STD DEV		1.534	1.475	1.427	1.442	1.391	1.408	1.499	1.526	1.583	1.610	1.563	1.348	1.583	1.680	1.565	1.593	1.467	1.466
STD ERROR		.0443	.0613	.1456	.1090	.1249	.1707	.1860	.2180	.0635	.1661	.1236	.1291	.1827	.1801	.1659	.0716	.0916	.0796

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL. QUESTION 10D

TABLE 46

GRAPE JUICE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		517	264	60	81	58	26	23	16	253	50	68	46	27	30	30	223	111	150
		43%	46%	63%	46%	47%	38%	35%	33%	41%	53%	43%	42%	36%	34%	34%	45%	43%	44%
VERY LIKELY	(5) 52-1	208	97	23	25	21	13	8	7	111	23	32	20	11	13	11	97	42	53
		17%	17%	24%	14%	17%	19%	12%	14%	18%	24%	20%	18%	14%	15%	12%	20%	16%	16%
SOMEWHAT LIKELY	(4) 52-2	309	167	37	56	37	13	15	9	142	27	36	26	16	17	19	126	69	97
		26%	29%	39%	32%	30%	19%	23%	18%	23%	29%	23%	24%	21%	20%	21%	26%	27%	28%
SOMEWHAT UNLIKELY	(3) 52-3	133	80	13	27	19	7	10	4	53	4	18	13	7	5	6	51	32	44
		11%	14%	14%	15%	15%	10%	15%	8%	9%	4%	11%	12%	9%	6%	7%	10%	13%	13%
VERY UNLIKELY	(2) 52-4	195	100	9	30	23	16	12	9	95	19	25	19	7	9	15	71	46	54
		16%	17%	9%	17%	19%	24%	18%	18%	15%	20%	16%	17%	9%	10%	17%	14%	18%	16%
NEVER	(1) 52-5	353	134	14	37	24	19	20	20	219	21	49	31	34	43	38	149	67	91
		29%	23%	15%	21%	19%	28%	31%	41%	35%	22%	31%	28%	45%	49%	43%	30%	26%	27%
DON'T KNOW	52-9	2	-	-	-	-	-	-	-	2	-	-	1	1	-	-	-	-	2
		*								*			1%	1%					1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		99%	100%	101%	99%	100%	100%	99%	99%	100%	99%	101%	100%	99%	100%	100%	100%	100%	101%
MEAN		2.85	2.99	3.48	3.01	3.06	2.78	2.68	2.47	2.73	3.13	2.86	2.86	2.51	2.40	2.44	2.90	2.89	2.90
STD DEV		1.507	1.435	1.338	1.381	1.389	1.503	1.426	1.513	1.561	1.531	1.544	1.505	1.569	1.586	1.506	1.543	1.463	1.461
STD ERROR		.0435	.0597	.1365	.1044	.1248	.1823	.1768	.2161	.0626	.1579	.1221	.1441	.1812	.1700	.1596	.0694	.0914	.0793

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL. QUESTION 10E

TABLE 47

CRANBERRY JUICE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		438 37%	184 32%	29 30%	54 31%	34 27%	23 34%	26 40%	18 37%	254 41%	24 26%	68 43%	51 46%	29 38%	40 46%	40 45%	176 36%	95 37%	134 39%
VERY LIKELY	(5) 53-1	194 16%	68 12%	9 9%	19 11%	17 14%	9 13%	6 9%	8 16%	126 20%	14 15%	29 18%	17 15%	15 20%	24 28%	26 29%	84 17%	43 17%	52 15%
SOMEWHAT LIKELY	(4) 53-2	244 20%	116 20%	20 21%	35 20%	17 14%	14 21%	20 31%	10 20%	128 21%	10 11%	39 24%	34 31%	14 18%	16 18%	14 16%	92 19%	52 20%	82 24%
SOMEWHAT UNLIKELY	(3) 53-3	106 9%	65 11%	10 10%	24 14%	9 7%	12 18%	5 8%	5 10%	41 7%	10 11%	11 7%	9 8%	7 9%	-	3 3%	42 9%	20 8%	37 11%
VERY UNLIKELY	(2) 53-4	233 19%	140 24%	25 26%	40 23%	40 32%	13 19%	10 15%	11 22%	93 15%	19 20%	26 16%	21 19%	8 11%	11 13%	8 9%	85 17%	61 24%	68 20%
NEVER	(1) 53-5	422 35%	189 33%	32 33%	57 33%	41 33%	20 29%	24 37%	15 31%	233 37%	41 44%	54 34%	29 26%	32 42%	36 41%	38 43%	190 38%	80 31%	102 30%
DON'T KNOW	53-9	1 *	-	-	-	-	-	-	-	1 *	-	1 1%	-	-	-	-	1 *	-	-
ANALYZED RESPONDENTS		1200 99%	578 100%	96 99%	175 101%	124 100%	68 100%	65 100%	49 99%	622 100%	94 101%	160 100%	110 99%	76 100%	87 100%	89 100%	494 100%	256 100%	341 100%
MEAN		2.63	2.54	2.47	2.54	2.43	2.69	2.60	2.69	2.71	2.33	2.77	2.90	2.63	2.78	2.80	2.58	2.68	2.75
STD DEV		1.521	1.417	1.376	1.396	1.415	1.416	1.465	1.487	1.607	1.483	1.562	1.470	1.620	1.738	1.755	1.552	1.502	1.477
STD ERROR		.0439	.0589	.1404	.1055	.1270	.1718	.1817	.2124	.0645	.1529	.1239	.1402	.1859	.1863	.1861	.0699	.0939	.0800

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL. QUESTION 10F

TABLE 48

PINEAPPLE JUICE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		457	199	42	59	37	23	19	19	258	43	62	38	31	42	40	203	100	113
		38%	34%	44%	34%	30%	34%	29%	39%	41%	46%	39%	35%	41%	48%	45%	41%	39%	33%
VERY LIKELY	(5) 54-1	183	73	15	20	11	10	10	7	110	18	25	10	17	19	20	95	43	31
		15%	13%	16%	11%	9%	15%	15%	14%	18%	19%	16%	9%	22%	22%	22%	19%	17%	9%
SOMEWHAT LIKELY	(4) 54-2	274	126	27	39	26	13	9	12	148	25	37	28	14	23	20	108	57	82
		23%	22%	28%	22%	21%	19%	14%	24%	24%	27%	23%	25%	18%	26%	22%	22%	22%	24%
SOMEWHAT UNLIKELY	(3) 54-3	141	83	11	29	19	12	10	2	58	5	20	16	9	2	5	47	36	50
		12%	14%	11%	17%	15%	18%	15%	4%	9%	5%	13%	15%	12%	2%	6%	10%	14%	15%
VERY UNLIKELY	(2) 54-4	212	133	23	34	38	13	13	11	79	12	23	23	5	8	8	69	60	67
		18%	23%	24%	19%	31%	19%	20%	22%	13%	13%	14%	21%	7%	9%	9%	14%	23%	20%
NEVER	(1) 54-5	386	162	20	52	30	20	23	17	224	34	55	32	29	35	36	175	59	109
		32%	28%	21%	30%	24%	29%	35%	35%	36%	36%	34%	29%	38%	40%	40%	35%	23%	32%
DON'T KNOW	54-9	4	1	-	1	-	-	-	-	3	-	-	1	2	-	-	-	1	2
		*	*		1%					*			1%	3%				*	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	99%	99%	100%	99%	101%
MEAN		2.71	2.68	2.94	2.66	2.60	2.71	2.54	2.61	2.74	2.80	2.71	2.64	2.80	2.80	2.78	2.76	2.86	2.58
STD DEV		1.492	1.405	1.405	1.399	1.294	1.435	1.468	1.509	1.568	1.601	1.514	1.371	1.643	1.673	1.667	1.576	1.428	1.385
STD ERROR		.0431	.0585	.1434	.1061	.1162	.1740	.1821	.2156	.0630	.1652	.1196	.1313	.1910	.1794	.1767	.0709	.0894	.0752

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF JUICES AT A RESTAURANT IF AVAIL.

QUESTION 10G

TABLE 49

VEGETABLE JUICE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		437 36%	200 35%	27 28%	60 34%	49 40%	28 41%	18 28%	18 37%	237 38%	20 21%	52 33%	56 51%	33 43%	36 41%	38 43%	194 39%	87 34%	123 36%
VERY LIKELY	(5) 55-1	186 16%	76 13%	9 9%	20 11%	15 12%	15 22%	11 17%	6 12%	110 18%	7 7%	24 15%	21 19%	16 21%	19 22%	21 24%	80 16%	40 16%	50 15%
SOMEWHAT LIKELY	(4) 55-2	251 21%	124 21%	18 19%	40 23%	34 27%	13 19%	7 11%	12 24%	127 20%	13 14%	28 18%	35 32%	17 22%	17 20%	17 19%	114 23%	47 18%	73 21%
SOMEWHAT UNLIKELY	(3) 55-3	109 9%	62 11%	7 7%	23 13%	15 12%	9 13%	7 11%	1 2%	47 8%	11 12%	14 9%	9 8%	4 5%	4 5%	5 6%	33 7%	31 12%	39 11%
VERY UNLIKELY	(2) 55-4	227 19%	135 23%	26 27%	30 17%	35 28%	13 19%	16 25%	14 29%	92 15%	24 26%	25 16%	15 14%	7 9%	10 11%	10 11%	82 17%	54 21%	72 21%
NEVER	(1) 55-5	423 35%	180 31%	35 36%	62 35%	25 20%	18 26%	24 37%	16 33%	243 39%	39 41%	68 43%	30 27%	30 39%	37 43%	36 40%	184 37%	84 33%	105 31%
DON'T KNOW	55-9	4 *	1 *	1 1%	-	-	-	-	-	3 *	-	1 1%	-	2 3%	-	-	1 *	-	2 1%
ANALYZED RESPONDENTS		1200 100%	578 99%	96 99%	175 99%	124 99%	68 99%	65 101%	49 100%	622 100%	94 100%	160 102%	110 100%	76 99%	87 101%	89 100%	494 100%	256 100%	341 100%
MEAN		2.62	2.62	2.37	2.58	2.83	2.91	2.46	2.55	2.63	2.20	2.47	3.02	2.76	2.67	2.74	2.64	2.63	2.68
STD DEV		1.514	1.442	1.384	1.447	1.348	1.521	1.489	1.457	1.579	1.309	1.536	1.519	1.658	1.665	1.672	1.553	1.481	1.467
STD ERROR		.0438	.0600	.1420	.1094	.1210	.1845	.1847	.2082	.0634	.1350	.1218	.1448	.1928	.1785	.1773	.0699	.0925	.0796

AGREE/DISAGREE WITH STATEMNTS ABOUT JUICES SERVED IN RESTAURANTS QUESTION 11A

TABLE 50

REST. SHLD OFFER FRESH
OR PREPRD JCS/HI PRICE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		825	406	66	134	95	44	41	26	419	68	104	72	52	61	59	333	181	247
		73%	73%	70%	78%	79%	71%	68%	57%	72%	76%	70%	67%	69%	75%	79%	73%	73%	76%
AGREE STRONGLY	(5) 56-5	504	235	34	75	55	29	24	18	269	38	67	43	33	43	42	207	110	149
		44%	42%	36%	44%	46%	47%	40%	39%	46%	43%	45%	40%	44%	53%	56%	45%	44%	46%
AGREE SOMEWHAT	(4) 56-4	321	171	32	59	40	15	17	8	150	30	37	29	19	18	17	126	71	98
		28%	31%	34%	34%	33%	24%	28%	17%	26%	34%	25%	27%	25%	22%	23%	27%	29%	30%
NEITHER AGREE NOR DISAGREE	(3) 56-3	110	60	11	19	12	7	5	6	50	5	14	12	4	6	8	43	33	22
		10%	11%	12%	11%	10%	11%	8%	13%	9%	6%	9%	11%	5%	7%	11%	9%	13%	7%
DISAGREE SOMEWHAT	(2) 56-2	110	48	11	9	8	8	6	6	62	9	18	13	8	10	4	47	18	36
		10%	9%	12%	5%	7%	13%	10%	13%	11%	10%	12%	12%	11%	12%	5%	10%	7%	11%
DISAGREE STRONGLY	(1) 56-1	81	36	5	10	3	3	7	7	45	7	11	9	11	4	3	33	15	19
		7%	6%	5%	6%	3%	5%	12%	15%	8%	8%	7%	8%	15%	5%	4%	7%	6%	6%
DON'T KNOW/ N/A	56-9	8	5	1	-	2	-	1	1	3	-	1	1	-	-	1	3	2	3
		1%	1%	1%		2%		2%	2%	1%		1%	1%			1%	1%	1%	1%
ANALYZED RESPONDENTS		1134	555	94	172	120	62	60	46	579	89	148	107	75	81	75	459	249	327
		100%	100%	100%	100%	101%	100%	100%	99%	101%	101%	99%	99%	100%	99%	100%	99%	100%	101%
MEAN		3.94	3.95	3.85	4.05	4.15	3.95	3.76	3.53	3.93	3.93	3.89	3.79	3.73	4.06	4.23	3.94	3.98	3.99
STD DEV		1.256	1.213	1.190	1.130	1.022	1.236	1.381	1.499	1.297	1.261	1.304	1.315	1.472	1.240	1.097	1.267	1.190	1.224
STD ERROR		.0374	.0517	.1234	.0861	.0940	.1570	.1799	.2235	.0540	.1337	.1076	.1277	.1700	.1378	.1275	.0593	.0757	.0680

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JOB NUMBER 681901        CARD NUMBER 01                                                                          PAGE 51

AGREE/DISAGREE WITH STATEMNTS ABOUT JUICES SERVED IN RESTAURANTS                                     QUESTION 11B

                                                              TABLE 51
JUICE IS USU FAIRLY
PRICED AT RESTAURANTS
                                     *------------------------------AGE-------------------------------------**----INCOME----*
                                     *--------------MALES---------------**---------------FEMALES--------------*
                                              18-   25-   35-   45-   55-  OVER          18-   25-   35-   45-   55-  OVER    <  $25K-  OVER
                               TOTAL   TOT    24    34    44    54    64    65   TOT    24    34    44    54    64    65 $25K 34.9K $35K

POSITIVE (NET)                   620   301    58    81    59    43    37    23   319    47    81    45    48    46    49   271   139   161
                                 55%   54%   62%   47%   49%   69%   62%   50%   55%   53%   55%   42%   64%   57%   65%   59%   56%   49%

AGREE STRONGLY        (5) 57-5   238   109    17    20    24    20    16    12   129    20    32    14    18    23    20   107    53    54
                                 21%   20%   18%   12%   20%   32%   27%   26%   22%   22%   22%   13%   24%   28%   27%   23%   21%   17%

AGREE SOMEWHAT        (4) 57-4   382   192    41    61    35    23    21    11   190    27    49    31    30    23    29   164    86   107
                                 34%   35%   44%   35%   29%   37%   35%   24%   33%   30%   33%   29%   40%   28%   39%   36%   35%   33%

NEITHER AGREE NOR         57-3    72    43     7    15     8     5     3     5    29     4     5    10     2     5     3    26    15    21
DISAGREE              (3)         6%    8%    7%    9%    7%    8%    5%   11%    5%    4%    3%    9%    3%    6%    4%    6%    6%    6%

DISAGREE SOMEWHAT     (2) 57-2   183    92    14    36    27     3     9     3    91    17    24    24     6    13     6    61    41    66
                                 16%   17%   15%   21%   23%    5%   15%    7%   16%   19%   16%   22%    8%   16%    8%   13%   16%   20%

DISAGREE STRONGLY     (1) 57-1   222   109    15    38    25    10    10    10   113    17    35    24    13    13    11    79    49    74
                                 20%   20%   16%   22%   21%   16%   17%   22%   20%   19%   24%   22%   17%   16%   15%   17%   20%   23%

DON'T KNOW/ N/A           57-9    37    10     -     2     1     1     1     5    27     4     3     4     6     4     6    22     5     5
                                  3%    2%          1%    1%    2%    2%   11%    5%    4%    2%    4%    8%    5%    8%    5%    2%    2%

 ANALYZED RESPONDENTS           1134   555    94   172   120    62    60    46   579    89   148   107    75    81    75   459   249   327
                                100%  102%  100%  100%  101%  100%  101%  101%  101%   98%  100%   99%  100%   99%  101%  100%  100%  101%

          MEAN                  3.21  3.18  3.33  2.94  3.05  3.66  3.41  3.29  3.24  3.19  3.13  2.87  3.49  3.39  3.59  3.36  3.22  3.00
          STD DEV              1.4651.4441.3551.3891.4711.4011.4511.5491.4851.4911.5271.4121.4401.4781.3961.4431.4641.458
          STD ERROR            .0442.0618.1398.1065.1348.1794.1889.2420.0632.1617.1268.1391.1734.1684.1681.0690.0937.0812
```

WHETHER EVER DRINK ALCOHOLIC BEVERAGES AT A RESTAURANT/EATING PL QUESTION 12

TABLE 52

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
YES	58-1	737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		61%	67%	57%	78%	73%	74%	49%	47%	56%	67%	70%	63%	47%	43%	36%	50%	66%	79%
NO	58-2	463	191	41	39	34	18	33	26	272	31	48	41	40	50	57	248	86	70
		39%	33%	43%	22%	27%	26%	51%	53%	44%	33%	30%	37%	53%	57%	64%	50%	34%	21%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING BEER AT A RESTAURANT IF AVAILABLE

QUESTION 13A

TABLE 53

REGULAR DOMESTIC BEER

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		457	296	42	100	70	40	26	18	161	36	48	36	13	14	13	152	112	163
		62%	76%	76%	74%	78%	80%	81%	78%	46%	57%	43%	52%	36%	38%	41%	62%	66%	60%
VERY LIKELY	(5) 59-1	272	199	25	67	52	24	17	14	73	16	25	17	4	8	3	89	72	98
		37%	51%	45%	49%	58%	48%	53%	61%	21%	25%	22%	25%	11%	22%	9%	36%	42%	36%
SOMEWHAT LIKELY	(4) 59-2	185	97	17	33	18	16	9	4	88	20	23	19	9	6	10	63	40	65
		25%	25%	31%	24%	20%	32%	28%	17%	25%	32%	21%	28%	25%	16%	31%	26%	24%	24%
SOMEWHAT UNLIKELY	(3) 59-3	47	24	5	11	5	2	1	-	23	5	9	2	2	2	3	11	13	22
		6%	6%	9%	8%	6%	4%	3%		7%	8%	8%	3%	6%	5%	9%	4%	8%	8%
VERY UNLIKELY	(2) 59-4	56	25	4	12	4	2	2	-	31	3	12	6	3	4	3	19	12	20
		8%	6%	7%	9%	4%	4%	6%		9%	5%	11%	9%	8%	11%	9%	8%	7%	7%
NEVER	(1) 59-5	176	41	4	12	11	6	3	5	135	19	43	25	18	17	13	63	33	66
		24%	11%	7%	9%	12%	12%	9%	22%	39%	30%	38%	36%	50%	46%	41%	26%	19%	24%
DON'T KNOW	59-6	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		*	*		1%												*		
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	99%	99%	100%	100%	100%	99%	100%	101%	100%	100%	101%	100%	100%	99%	100%	100%	99%
MEAN		3.44	4.01	4.00	3.97	4.07	4.00	4.09	3.96	2.81	3.17	2.78	2.96	2.39	2.57	2.59	3.39	3.62	3.40
STD DEV		1.603	1.338	1.221	1.316	1.380	1.326	1.283	1.601	1.637	1.599	1.640	1.671	1.550	1.669	1.497	1.631	1.545	1.603
STD ERROR		.0591	.0681	.1646	.1132	.1455	.1876	.2268	.3338	.0875	.2014	.1550	.2012	.2584	.2744	.2646	.1042	.1185	.0974

LIKELIHOOD OF ORDERING BEER AT A RESTAURANT IF AVAILABLE

QUESTION 13B

TABLE 54

REGULAR IMPORTED BEER

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		345	215	42	88	39	19	15	12	130	37	40	24	10	12	6	108	85	129
		47%	56%	76%	65%	43%	38%	47%	52%	37%	59%	36%	35%	28%	32%	19%	44%	50%	48%
VERY LIKELY	(5) 60-1	127	83	18	32	14	7	6	6	44	13	14	8	4	3	1	41	30	48
		17%	21%	33%	24%	16%	14%	19%	26%	13%	21%	13%	12%	11%	8%	3%	17%	18%	18%
SOMEWHAT LIKELY	(4) 60-2	218	132	24	56	25	12	9	6	86	24	26	16	6	9	5	67	55	81
		30%	34%	44%	41%	28%	24%	28%	26%	25%	38%	23%	23%	17%	24%	16%	27%	32%	30%
SOMEWHAT UNLIKELY	(3) 60-3	75	44	4	19	11	5	4	1	31	8	8	6	3	1	5	24	14	32
		10%	11%	7%	14%	12%	10%	13%	4%	9%	13%	7%	9%	8%	3%	16%	10%	8%	12%
VERY UNLIKELY	(2) 60-4	101	62	4	15	21	15	4	2	39	4	15	7	3	5	5	32	27	35
		14%	16%	7%	11%	23%	30%	13%	9%	11%	6%	13%	10%	8%	14%	16%	13%	16%	13%
NEVER	(1) 60-5	216	66	5	14	19	11	9	8	150	14	49	32	20	19	16	82	44	75
		29%	17%	9%	10%	21%	22%	28%	35%	43%	22%	44%	46%	56%	51%	50%	33%	26%	28%
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	99%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%
MEAN		2.92	3.27	3.84	3.57	2.93	2.78	2.97	3.00	2.53	3.29	2.47	2.43	2.19	2.24	2.06	2.81	3.00	2.97
STD DEV		1.512	1.403	1.217	1.246	1.404	1.389	1.510	1.668	1.533	1.441	1.529	1.527	1.505	1.477	1.248	1.538	1.491	1.497
STD ERROR		.0557	.0713	.1641	.1069	.1480	.1965	.2669	.3478	.0819	.1815	.1444	.1838	.2509	.2429	.2206	.0980	.1143	.0909

LIKELIHOOD OF ORDERING BEER AT A RESTAURANT IF AVAILABLE

QUESTION 13C

TABLE 55

LITE BEER

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		369	200	27	69	50	28	15	11	169	41	53	40	17	11	6	121	87	140
		50%	52%	49%	51%	56%	56%	47%	48%	48%	65%	47%	58%	47%	30%	19%	49%	51%	52%
VERY LIKELY	(5) 61-1	207	103	11	32	27	16	9	8	104	23	38	24	10	5	3	66	49	79
		28%	27%	20%	24%	30%	32%	28%	35%	30%	37%	34%	35%	28%	14%	9%	27%	29%	29%
SOMEWHAT LIKELY	(4) 61-2	162	97	16	37	23	12	6	3	65	18	15	16	7	6	3	55	38	61
		22%	25%	29%	27%	26%	24%	19%	13%	19%	29%	13%	23%	19%	16%	9%	22%	22%	23%
SOMEWHAT UNLIKELY	(3) 61-3	57	43	6	21	10	3	2	1	14	3	4	3	-	2	2	15	17	22
		8%	11%	11%	15%	11%	6%	6%	4%	4%	5%	4%	4%		5%	6%	6%	10%	8%
VERY UNLIKELY	(2) 61-4	89	58	10	21	11	7	5	3	31	5	10	5	3	4	4	25	26	29
		12%	15%	18%	15%	12%	14%	16%	13%	9%	8%	9%	7%	8%	11%	13%	10%	15%	11%
NEVER	(1) 61-5	220	86	12	25	19	12	10	8	134	13	45	21	16	20	19	83	40	80
		30%	22%	22%	18%	21%	24%	31%	35%	38%	21%	40%	30%	44%	54%	59%	34%	24%	30%
DON'T KNOW	61-6	2	-	-	-	-	-	-	-	2	1	-	-	-	-	1	2	-	-
		*								1%	2%					3%	1%		
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	100%	100%	99%	100%	100%	100%	100%	101%	102%	100%	99%	99%	100%	99%	100%	100%	101%
MEAN		3.06	3.19	3.07	3.22	3.31	3.26	2.97	3.00	2.93	3.53	2.92	3.25	2.78	2.24	1.94	2.98	3.18	3.11
STD DEV		1.631	1.522	1.462	1.433	1.524	1.597	1.648	1.744	1.733	1.552	1.783	1.688	1.765	1.549	1.389	1.664	1.561	1.633
STD ERROR		.0601	.0773	.1972	.1229	.1607	.2259	.2914	.3637	.0929	.1971	.1685	.2033	.2942	.2547	.2496	.1065	.1197	.0991

LIKELIHOOD OF ORDERING BEER AT A RESTAURANT IF AVAILABLE QUESTION 13D

TABLE 56

BEER IN A BOTTLE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		499 68%	313 81%	49 89%	112 82%	72 80%	42 84%	20 63%	18 78%	186 53%	44 70%	56 50%	39 57%	20 56%	15 41%	11 34%	177 72%	120 71%	172 63%
VERY LIKELY	(5) 62-1	313 42%	198 51%	29 53%	74 54%	45 50%	24 48%	12 38%	14 61%	115 33%	29 46%	38 34%	23 33%	10 28%	10 27%	4 13%	119 48%	77 45%	101 37%
SOMEWHAT LIKELY	(4) 62-2	186 25%	115 30%	20 36%	38 28%	27 30%	18 36%	8 25%	4 17%	71 20%	15 24%	18 16%	16 23%	10 28%	5 14%	7 22%	58 24%	43 25%	71 26%
SOMEWHAT UNLIKELY	(3) 62-3	29 4%	17 4%	2 4%	8 6%	3 3%	1 2%	2 6%	1 4%	12 3%	4 6%	4 4%	3 4%	-	-	1 3%	6 2%	9 5%	13 5%
VERY UNLIKELY	(2) 62-4	36 5%	16 4%	2 4%	7 5%	2 2%	1 2%	2 6%	1 4%	20 6%	-	7 6%	4 6%	2 6%	3 8%	4 13%	8 3%	11 6%	13 5%
NEVER	(1) 62-5	168 23%	38 10%	2 4%	9 7%	11 12%	6 12%	7 22%	3 13%	130 37%	15 24%	43 38%	23 33%	14 39%	19 51%	16 50%	55 22%	30 18%	68 25%
DON'T KNOW	62-6	5 1%	3 1%	-	-	2 2%	-	1 3%	-	2 1%	-	2 2%	-	-	-	-	-	-	5 2%
ANALYZED RESPONDENTS		737 100%	387 100%	55 101%	136 100%	90 99%	50 100%	32 100%	23 99%	350 100%	63 100%	112 100%	69 99%	36 101%	37 100%	32 101%	246 99%	170 99%	271 100%
MEAN		3.60	4.09	4.31	4.18	4.06	4.06	3.52	4.09	3.06	3.68	3.01	3.17	3.00	2.57	2.34	3.72	3.74	3.47
STD DEV		1.603	1.268	.9699	1.170	1.325	1.287	1.583	1.411	1.753	1.601	1.781	1.710	1.732	1.778	1.553	1.604	1.511	1.624
STD ERROR		.0592	.0647	.1307	.1003	.1413	.1820	.2844	.2943	.0939	.2018	.1698	.2059	.2886	.2924	.2746	.1022	.1159	.0996

LIKELIHOOD OF ORDERING BEER AT A RESTAURANT IF AVAILABLE QUESTION 13E

TABLE 57

DRAFT GLASS OF BEER

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		455	282	45	92	66	36	24	19	173	41	51	35	17	16	13	152	110	167
		62%	73%	82%	68%	73%	72%	75%	83%	49%	65%	46%	51%	47%	43%	41%	62%	65%	62%
VERY LIKELY	(5) 63-1	252	157	21	50	38	20	14	14	95	23	31	18	10	5	8	82	67	94
		34%	41%	38%	37%	42%	40%	44%	61%	27%	37%	28%	26%	28%	14%	25%	33%	39%	35%
SOMEWHAT LIKELY	(4) 63-2	203	125	24	42	28	16	10	5	78	18	20	17	7	11	5	70	43	73
		28%	32%	44%	31%	31%	32%	31%	22%	22%	29%	18%	25%	19%	30%	16%	28%	25%	27%
SOMEWHAT UNLIKELY	(3) 63-3	44	29	2	17	6	2	1	1	15	4	6	2	-	2	1	10	12	16
		6%	7%	4%	13%	7%	4%	3%	4%	4%	6%	5%	3%		5%	3%	4%	7%	6%
VERY UNLIKELY	(2) 63-4	62	33	7	12	5	6	-	2	29	4	7	10	2	1	5	22	16	18
		8%	9%	13%	9%	6%	12%		9%	8%	6%	6%	14%	6%	3%	16%	9%	9%	7%
NEVER	(1) 63-5	173	43	1	15	13	6	7	1	130	14	47	21	17	18	12	60	32	69
		23%	11%	2%	11%	14%	12%	22%	4%	37%	22%	42%	30%	47%	49%	38%	24%	19%	25%
DON'T KNOW	63-6	3	-	-	-	-	-	-	-	3	-	1	1	-	-	1	2	-	1
		*								1%		1%	1%			3%	1%		*
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		99%	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%	101%	101%	99%	99%	100%
MEAN		3.41	3.83	4.04	3.74	3.81	3.76	3.75	4.26	2.94	3.51	2.83	3.01	2.75	2.57	2.74	3.38	3.57	3.39
STD DEV		1.584	1.338	1.043	1.329	1.405	1.393	1.541	1.150	1.702	1.562	1.739	1.640	1.785	1.619	1.684	1.600	1.533	1.612
STD ERROR		.0584	.0680	.1407	.1140	.1481	.1970	.2724	.2398	.0913	.1968	.1650	.1989	.2975	.2662	.3024	.1024	.1175	.0981

LIKELIHOOD OF ORDERING BEER AT A RESTAURANT IF AVAILABLE QUESTION 13F

TABLE 58

DRAFT PITCHER OF BEER

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		295	191	38	70	48	16	11	8	104	25	37	27	8	4	3	104	75	101
		40%	49%	69%	51%	53%	32%	34%	35%	30%	40%	33%	39%	22%	11%	9%	42%	44%	37%
VERY LIKELY	(5) 64-1	142	96	20	26	24	10	9	7	46	8	17	13	5	2	1	53	39	43
		19%	25%	36%	19%	27%	20%	28%	30%	13%	13%	15%	19%	14%	5%	3%	22%	23%	16%
SOMEWHAT LIKELY	(4) 64-2	153	95	18	44	24	6	2	1	58	17	20	14	3	2	2	51	36	58
		21%	25%	33%	32%	27%	12%	6%	4%	17%	27%	18%	20%	8%	5%	6%	21%	21%	21%
SOMEWHAT UNLIKELY	(3) 64-3	78	49	3	24	12	7	2	1	29	13	5	5	1	2	3	18	21	35
		11%	13%	5%	18%	13%	14%	6%	4%	8%	21%	4%	7%	3%	5%	9%	7%	12%	13%
VERY UNLIKELY	(2) 64-4	136	79	9	25	15	15	8	6	57	8	18	10	6	8	7	39	38	47
		18%	20%	16%	18%	17%	30%	25%	26%	16%	13%	16%	14%	17%	22%	22%	16%	22%	17%
NEVER	(1) 64-5	223	66	4	17	14	12	11	8	157	17	52	27	21	22	17	83	36	85
		30%	17%	7%	13%	16%	24%	34%	35%	45%	27%	46%	39%	58%	59%	53%	34%	21%	31%
DON'T KNOW	64-6	5	2	1	-	1	-	-	-	3	-	-	-	-	1	2	2	-	3
		1%	1%	2%		1%				1%					3%	6%	1%		1%
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	101%	99%	100%	101%	100%	99%	99%	100%	101%	99%	99%	100%	99%	99%	101%	99%	99%
MEAN		2.80	3.20	3.76	3.27	3.33	2.74	2.69	2.70	2.36	2.86	2.39	2.65	2.03	1.72	1.77	2.80	3.02	2.73
STD DEV		1.533	1.447	1.304	1.303	1.428	1.453	1.647	1.679	1.505	1.401	1.560	1.595	1.481	1.145	1.085	1.599	1.48[illegible]	.492
STD ERROR		.0566	.0737	.1774	.1117	.1513	.2055	.2912	.3501	.0808	.1765	.1474	.1920	.2468	.1908	.1982	.1024	.1137	.0911

AGREE/DISAGREE WITH STATEMENTS ABOUT BEERS SERVED IN RESTAURANTS

QUESTION 14A

TABLE 59

LOYAL TO CERTAIN BEER BRANDS/REQUEST THEM

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		468	295	41	106	67	37	26	18	173	40	57	39	15	13	9	160	115	167
		77%	82%	76%	83%	82%	82%	87%	82%	71%	77%	74%	78%	68%	59%	43%	79%	79%	77%
AGREE STRONGLY	(5) 65-5	343	223	32	81	52	26	19	13	120	26	41	29	11	8	5	122	89	117
		57%	62%	59%	64%	63%	58%	63%	59%	49%	50%	53%	58%	50%	36%	24%	60%	61%	54%
AGREE SOMEWHAT	(4) 65-4	125	72	9	25	15	11	7	5	53	14	16	10	4	5	4	38	26	50
		21%	20%	17%	20%	18%	24%	23%	23%	22%	27%	21%	20%	18%	23%	19%	19%	18%	23%
NEITHER AGREE NOR DISAGREE	(3) 65-3	21	13	2	2	7	1	-	1	8	2	1	2	2	1	-	6	5	8
		3%	4%	4%	2%	9%	2%		5%	3%	4%	1%	4%	9%	5%		3%	3%	4%
DISAGREE SOMEWHAT	(2) 65-2	57	22	5	7	2	4	2	2	35	7	10	6	3	5	4	17	12	21
		9%	6%	9%	6%	2%	9%	7%	9%	14%	13%	13%	12%	14%	23%	19%	8%	8%	10%
DISAGREE STRONGLY	(1) 65-1	54	30	6	12	6	2	2	1	24	3	8	1	1	3	7	17	13	19
		9%	8%	11%	9%	7%	4%	7%	5%	10%	6%	10%	2%	5%	14%	33%	8%	9%	9%
DON'T KNOW/ N/A	65-9	6	1	-	-	-	1	-	-	5	-	1	2	1	-	1	3	1	1
		1%	*				2%			2%		1%	4%	5%		5%	1%	1%	*
ANALYZED RESPONDENTS		606	361	54	127	82	45	30	22	245	52	77	50	22	22	21	203	146	216
		100%	100%	100%	101%	99%	99%	100%	101%	100%	100%	99%	100%	101%	101%	100%	99%	100%	100%
MEAN		4.08	4.21	4.04	4.23	4.28	4.25	4.30	4.23	3.88	4.02	3.95	4.25	4.00	3.45	2.80	4.16	4.14	4.05
STD DEV		1.338	1.267	1.413	1.293	1.181	1.150	1.187	1.165	1.414	1.263	1.422	1.127	1.272	1.499	1.661	1.311	1.328	1.328
STD ERROR		.0546	.0667	.1923	.1147	.1305	.1734	.2167	.2483	.0913	.1751	.1631	.1627	.2776	.3196	.3714	.0927	.1103	.0906

JOB NUMBER 681901 CARD NUMBER 01

AGREE/DISAGREE WITH STATEMENTS ABOUT BEERS SERVED IN RESTAURANTS

QUESTION 14B

TABLE 60

RESTAURANTS SHLD SERVE
SEVERAL IMPORTED BEERS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		426	265	50	106	53	29	16	11	161	43	53	26	13	17	9	142	104	152
		70%	73%	93%	83%	65%	64%	53%	50%	66%	83%	69%	52%	59%	77%	43%	70%	71%	70%
AGREE STRONGLY	(5) 66-5	225	136	25	61	27	10	6	7	89	22	34	11	8	10	4	76	51	87
		37%	38%	46%	48%	33%	22%	20%	32%	36%	42%	44%	22%	36%	45%	19%	37%	35%	40%
AGREE SOMEWHAT	(4) 66-4	201	129	25	45	26	19	10	4	72	21	19	15	5	7	5	66	53	65
		33%	36%	46%	35%	32%	42%	33%	18%	29%	40%	25%	30%	23%	32%	24%	33%	36%	30%
NEITHER AGREE NOR DISAGREE	(3) 66-3	82	44	2	8	13	7	7	6	38	5	12	13	4	-	4	25	20	33
		14%	12%	4%	6%	16%	16%	23%	27%	16%	10%	16%	26%	18%		19%	12%	14%	15%
DISAGREE SOMEWHAT	(2) 66-2	55	29	2	8	9	6	3	1	26	4	6	8	3	3	2	22	9	20
		9%	8%	4%	6%	11%	13%	10%	5%	11%	8%	8%	16%	14%	14%	10%	11%	6%	9%
DISAGREE STRONGLY	(1) 66-1	34	21	-	4	6	3	4	4	13	-	4	1	2	2	3	12	11	7
		6%	6%		3%	7%	7%	13%	18%	5%		5%	2%	9%	9%	14%	6%	8%	3%
DON'T KNOW/ N/A	66-9	9	2	-	1	1	-	-	-	7	-	2	2	-	-	3	2	2	4
		1%	1%		1%	1%				3%		3%	4%			14%	1%	1%	2%
ANALYZED RESPONDENTS		606	361	54	127	82	45	30	22	245	52	77	50	22	22	21	203	146	216
		100%	101%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%
MEAN		3.88	3.92	4.35	4.20	3.73	3.60	3.37	3.41	3.83	4.17	3.97	3.56	3.64	3.91	3.28	3.86	3.86	3.97
STD DEV		1.175	1.159	.7241	1.023	1.237	1.162	1.277	1.435	1.197	.8927	1.188	1.078	1.332	1.345	1.366	1.206	1.187	1.113
STD ERROR		.0481	.0611	.0985	.0911	.1374	.1732	.2332	.3059	.0776	.1237	.1372	.1556	.2841	.2868	.3220	.0851	.0989	.0764

AGREE/DISAGREE WITH STATEMENTS ABOUT BEERS SERVED IN RESTAURANTS QUESTION 14C

TABLE 61

RESTAURANTS SHLD OFFER BEER IN PITCHERS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		327	203	41	76	46	20	12	8	124	34	45	21	12	6	6	124	79	109
		54%	56%	76%	60%	56%	44%	40%	36%	51%	65%	58%	42%	55%	27%	29%	61%	54%	50%
AGREE STRONGLY	(5) 67-5	159	101	27	42	20	5	5	2	58	15	25	10	3	3	2	70	33	47
		26%	28%	50%	33%	24%	11%	17%	9%	24%	29%	32%	20%	14%	14%	10%	34%	23%	22%
AGREE SOMEWHAT	(4) 67-4	168	102	14	34	26	15	7	6	66	19	20	11	9	3	4	54	46	62
		28%	28%	26%	27%	32%	33%	23%	27%	27%	37%	26%	22%	41%	14%	19%	27%	32%	29%
NEITHER AGREE NOR DISAGREE	(3) 67-3	113	68	4	29	19	7	6	2	45	9	14	13	-	3	6	28	33	42
		19%	19%	7%	23%	23%	16%	20%	9%	18%	17%	18%	26%		14%	29%	14%	23%	19%
DISAGREE SOMEWHAT	(2) 67-2	90	49	4	17	11	10	5	2	41	5	10	9	7	7	3	21	20	42
		15%	14%	7%	13%	13%	22%	17%	9%	17%	10%	13%	18%	32%	32%	14%	10%	14%	19%
DISAGREE STRONGLY	(1) 67-1	68	41	5	5	6	8	7	10	27	3	5	6	3	5	4	24	13	22
		11%	11%	9%	4%	7%	18%	23%	45%	11%	6%	6%	12%	14%	23%	19%	12%	9%	10%
DON'T KNOW/ N/A	67-9	8	-	-	-	-	-	-	-	8	1	3	1	-	1	2	6	1	1
		1%								3%	2%	4%	2%		5%	10%	3%	1%	*
ANALYZED RESPONDENTS		606	361	54	127	82	45	30	22	245	52	77	50	22	22	21	203	146	216
		100%	100%	99%	100%	99%	100%	100%	99%	100%	101%	99%	100%	101%	102%	101%	100%	102%	99%
MEAN		3.43	3.48	4.00	3.72	3.52	2.98	2.93	2.45	3.37	3.75	3.68	3.20	3.09	2.62	2.84	3.63	3.46	3.33
STD DEV		1.326	1.327	1.305	1.169	1.201	1.307	1.412	1.499	1.323	1.152	1.253	1.293	1.345	1.361	1.267	1.373	1.231	1.288
STD ERROR		.0542	.0698	.1776	.1038	.1327	.1949	.2579	.3196	.0859	.1613	.1456	.1847	.2868	.2971	.2907	.0978	.1022	.0879

AGREE/DISAGREE WITH STATEMENTS ABOUT BEERS SERVED IN RESTAURANTS QUESTION 14D

TABLE 62

BEER IS USU FAIRLY
PRICED AT RESTAURANTS

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		373 62%	219 61%	28 52%	75 59%	51 62%	27 60%	25 83%	13 59%	154 63%	32 62%	53 69%	35 70%	12 55%	15 68%	6 29%	125 62%	88 60%	137 63%
AGREE STRONGLY	(5) 68-5	113 19%	62 17%	10 19%	20 16%	12 15%	5 11%	10 33%	5 23%	51 21%	6 12%	20 26%	11 22%	4 18%	8 36%	1 5%	43 21%	25 17%	42 19%
AGREE SOMEWHAT	(4) 68-4	260 43%	157 43%	18 33%	55 43%	39 48%	22 49%	15 50%	8 36%	103 42%	26 50%	33 43%	24 48%	8 36%	7 32%	5 24%	82 40%	63 43%	95 44%
NEITHER AGREE NOR DISAGREE	(3) 68-3	36 6%	24 7%	2 4%	11 9%	7 9%	2 4%	1 3%	1 5%	12 5%	1 2%	5 6%	2 4%	-	2 9%	2 10%	9 4%	10 7%	15 7%
DISAGREE SOMEWHAT	(2) 68-2	102 17%	55 15%	13 24%	22 17%	10 12%	7 16%	2 7%	1 5%	47 19%	11 21%	11 14%	8 16%	6 27%	3 14%	8 38%	30 15%	30 21%	36 17%
DISAGREE STRONGLY	(1) 68-1	80 13%	58 16%	11 20%	18 14%	14 17%	7 16%	2 7%	5 23%	22 9%	7 13%	5 6%	4 8%	3 14%	2 9%	1 5%	33 16%	14 10%	24 11%
DON'T KNOW/ N/A	68-9	15 2%	5 1%	-	1 1%	-	2 4%	-	2 9%	10 4%	1 2%	3 4%	1 2%	1 5%	-	4 19%	6 3%	4 3%	4 2%
ANALYZED RESPONDENTS		606 100%	361 99%	54 100%	127 100%	82 101%	45 100%	30 100%	22 101%	245 100%	52 100%	77 99%	50 100%	22 100%	22 100%	21 101%	203 99%	146 101%	216 100%
MEAN		3.38	3.31	3.06	3.29	3.30	3.26	3.97	3.35	3.49	3.25	3.70	3.61	3.19	3.73	2.82	3.37	3.39	3.45
STD DEV		1.332	1.359	1.458	1.315	1.331	1.313	1.110	1.525	1.282	1.296	1.205	1.225	1.401	1.320	1.097	1.406	1.266	1.289
STD ERROR		.0548	.0720	.1984	.1172	.1470	.2003	.2026	.3411	.0836	.1815	.1400	.1751	.3057	.2815	.2661	.1002	.1062	.0885

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL. QUESTION 15A

TABLE 63

RED WINE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		377	187	28	62	45	26	16	9	190	30	65	40	18	18	18	120	78	154
		51%	48%	51%	46%	50%	52%	50%	39%	54%	48%	58%	58%	50%	49%	56%	49%	46%	57%
VERY LIKELY	(5) 69-1	150	68	6	21	21	8	6	5	82	14	28	17	10	9	4	45	34	62
		20%	18%	11%	15%	23%	16%	19%	22%	23%	22%	25%	25%	28%	24%	13%	18%	20%	23%
SOMEWHAT LIKELY	(4) 69-2	227	119	22	41	24	18	10	4	108	16	37	23	8	9	14	75	44	92
		31%	31%	40%	30%	27%	36%	31%	17%	31%	25%	33%	33%	22%	24%	44%	30%	26%	34%
SOMEWHAT UNLIKELY	(3) 69-3	75	45	7	14	13	6	1	4	30	6	8	10	1	3	2	15	19	40
		10%	12%	13%	10%	14%	12%	3%	17%	9%	10%	7%	14%	3%	8%	6%	6%	11%	15%
VERY UNLIKELY	(2) 69-4	85	50	5	21	13	7	3	1	35	7	13	5	5	2	3	29	24	27
		12%	13%	9%	15%	14%	14%	9%	4%	10%	11%	12%	7%	14%	5%	9%	12%	14%	10%
NEVER	(1) 69-5	196	104	15	38	19	11	12	9	92	20	26	14	12	14	6	79	48	50
		27%	27%	27%	28%	21%	22%	38%	39%	26%	32%	23%	20%	33%	38%	19%	32%	28%	18%
DON'T KNOW	69-6	4	1	-	1	-	-	-	-	3	-	-	-	-	-	3	3	1	-
		1%	*		1%					1%						9%	1%	1%	
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		101%	101%	100%	99%	99%	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%
MEAN		3.07	2.99	2.98	2.90	3.17	3.10	2.84	2.78	3.15	2.95	3.25	3.35	2.97	2.92	3.24	2.91	2.95	3.33
STD DEV		1.519	1.490	1.420	1.482	1.470	1.417	1.622	1.613	1.547	1.587	1.520	1.442	1.674	1.666	1.381	1.568	1.530	1.408
STD ERROR		.0561	.0758	.1915	.1275	.1549	.2004	.2867	.3365	.0830	.2000	.1436	.1737	.2791	.2739	.2564	.1006	.1176	.0855

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL. QUESTION 15B

TABLE 64

WHITE WINE

			AGE MALES							AGE FEMALES							INCOME		
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		487 66%	237 61%	37 67%	79 58%	60 67%	29 58%	18 56%	13 57%	250 71%	44 70%	82 73%	54 78%	23 64%	25 68%	21 66%	147 60%	105 62%	205 76%
VERY LIKELY	(5) 70-1	245 33%	100 26%	17 31%	32 24%	25 28%	13 26%	8 25%	5 22%	145 41%	25 40%	48 43%	37 54%	11 31%	16 43%	8 25%	71 29%	52 31%	106 39%
SOMEWHAT LIKELY	(4) 70-2	242 33%	137 35%	20 36%	47 35%	35 39%	16 32%	10 31%	8 35%	105 30%	19 30%	34 30%	17 25%	12 33%	9 24%	13 41%	76 31%	53 31%	99 37%
SOMEWHAT UNLIKELY	(3) 70-3	40 5%	27 7%	7 13%	8 6%	4 4%	5 10%	1 3%	2 9%	13 4%	2 3%	6 5%	3 4%	-	1 3%	1 3%	15 6%	9 5%	15 6%
VERY UNLIKELY	(2) 70-4	56 8%	39 10%	2 4%	18 13%	7 8%	5 10%	5 16%	2 9%	17 5%	6 10%	6 5%	1 1%	1 3%	1 3%	2 6%	19 8%	17 10%	19 7%
NEVER	(1) 70-5	151 20%	84 22%	9 16%	31 23%	19 21%	11 22%	8 25%	6 26%	67 19%	11 17%	18 16%	11 16%	12 33%	10 27%	5 16%	63 26%	38 22%	32 12%
DON'T KNOW	70-6	3 *	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	3 9%	2 1%	1 1%	-
ANALYZED RESPONDENTS		737 99%	387 100%	55 100%	136 101%	90 100%	50 100%	32 100%	23 101%	350 100%	63 100%	112 99%	69 100%	36 100%	37 100%	32 100%	246 101%	170 100%	271 101%
MEAN		3.51	3.34	3.62	3.23	3.44	3.30	3.16	3.17	3.70	3.65	3.79	3.99	3.25	3.54	3.59	3.30	3.38	3.84
STD DEV		1.518	1.497	1.381	1.509	1.491	1.500	1.563	1.522	1.516	1.502	1.448	1.439	1.689	1.669	1.402	1.580	1.549	1.328
STD ERROR		.0560	.0761	.1862	.1294	.1572	.2121	.2763	.3174	.0814	.1893	.1368	.1732	.2815	.2745	.2604	.1011	.1191	.0806

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL. QUESTION 15C

TABLE 65

ROSE WINE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34 9K	OVER $35K
POSITIVE (NET)		343	162	26	45	46	20	14	11	181	36	62	37	17	20	9	100	77	145
		47%	42%	47%	33%	51%	40%	44%	48%	52%	57%	55%	54%	47%	54%	28%	41%	45%	54%
VERY LIKELY	(5) 71-1	118	41	7	10	11	8	3	2	77	15	24	17	7	12	2	34	29	47
		16%	11%	~~13%~~	7%	12%	16%	9%	9%	22%	24%	21%	25%	19%	32%	6%	14%	17%	17%
SOMEWHAT LIKELY	(4) 71-2	225	121	19	35	35	12	11	9	104	21	38	20	10	8	7	66	48	98
		31%	31%	35%	26%	39%	24%	34%	39%	30%	33%	34%	29%	28%	22%	22%	27%	28%	36%
SOMEWHAT UNLIKELY	(3) 71-3	78	48	9	18	11	5	3	2	30	8	8	8	2	2	2	25	17	34
		11%	12%	16%	13%	12%	10%	9%	9%	9%	13%	7%	12%	6%	5%	6%	10%	10%	13%
VERY UNLIKELY	(2) 71-4	99	62	5	29	13	8	3	3	37	3	16	7	2	3	6	36	20	36
		13%	16%	9%	21%	14%	16%	9%	13%	11%	5%	14%	10%	6%	8%	19%	15%	12%	13%
NEVER	(1) 71-5	209	113	15	43	20	16	12	7	96	16	25	17	14	12	11	82	52	55
		28%	29%	27%	32%	22%	32%	38%	30%	27%	25%	22%	25%	39%	32%	34%	33%	31%	20%
DON'T KNOW	71-6	8	2	-	1	-	1	-	-	6	-	1	-	1	-	4	3	4	1
		1%	1%		1%		2%			2%		1%		3%		13%	1%	2%	*
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	100%	100%	100%	99%	100%	99%	100%	101%	100%	99%	101%	101%	99%	100%	100%	100%	99%
MEAN		2.92	2.78	2.96	2.56	3.04	2.76	2.69	2.83	3.08	3.25	3.18	3.19	2.83	3.14	2.39	2.73	2.89	3.17
STD DEV		1.494	1.423	1.426	1.359	1.381	1.519	1.488	1.434	1.553	1.511	1.489	1.525	1.647	1.695	1.397	1.501	1.532	1.406
STD ERROR		.0553	.0725	.1923	.1169	.1456	.2170	.2630	.2990	.0837	.1904	.1414	.1836	.2784	.2786	.2640	.0963	.1189	.0855

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL. QUESTION 15D

TABLE 66

WINE COOLERS

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		279	122	30	50	21	14	5	2	157	47	56	27	8	9	9	112	54	98
		38%	32%	55%	37%	23%	28%	16%	9%	45%	75%	50%	39%	22%	24%	28%	46%	32%	36%
VERY LIKELY	(5) 72-1	118	50	14	20	9	4	2	1	68	25	29	7	-	5	2	46	24	39
		16%	13%	25%	15%	10%	8%	6%	4%	19%	40%	26%	10%		14%	6%	19%	14%	14%
SOMEWHAT LIKELY	(4) 72-2	161	72	16	30	12	10	3	1	89	22	27	20	8	4	7	66	30	59
		22%	19%	29%	22%	13%	20%	9%	4%	25%	35%	24%	29%	22%	11%	22%	27%	18%	22%
SOMEWHAT UNLIKELY	(3) 72-3	72	46	8	21	11	2	3	1	26	3	8	7	2	3	3	22	20	26
		10%	12%	15%	15%	12%	4%	9%	4%	7%	5%	7%	10%	6%	8%	9%	9%	12%	10%
VERY UNLIKELY	(2) 72-4	121	79	6	23	20	16	6	8	42	5	14	12	2	6	3	24	33	58
		16%	20%	11%	17%	22%	32%	19%	35%	12%	8%	13%	17%	6%	16%	9%	10%	19%	21%
NEVER	(1) 72-5	258	137	11	41	37	18	17	12	121	8	32	23	24	19	15	86	60	88
		35%	35%	20%	30%	41%	36%	53%	52%	35%	13%	29%	33%	67%	51%	47%	35%	35%	32%
DON'T KNOW	72-6	7	3	-	1	1	-	1	-	4	-	2	-	-	-	2	2	3	1
		1%	1%		1%	1%		3%		1%		2%				6%	1%	2%	*
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	100%	100%	100%	99%	100%	99%	99%	99%	101%	101%	99%	101%	100%	99%	101%	100%	99%
MEAN		2.67	2.53	3.29	2.74	2.28	2.32	1.94	1.74	2.83	3.81	3.06	2.65	1.83	2.19	2.27	2.84	2.55	2.64
STD DEV		1.529	1.455	1.460	1.460	1.381	1.348	1.268	1.030	1.592	1.366	1.608	1.442	1.258	1.485	1.436	1.583	1.479	1.478
STD ERROR		.0565	.0742	.1969	.1256	.1464	.1906	.2278	.2149	.0855	.1722	.1533	.1737	.2097	.2442	.2621	.1013	.1144	.0899

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL.

QUESTION 15E

TABLE 67

CHAMPAGNE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		293 40%	145 37%	36 65%	52 38%	27 30%	15 30%	9 28%	6 26%	148 42%	36 57%	50 45%	25 36%	12 33%	13 35%	11 34%	91 37%	77 45%	110 41%
VERY LIKELY	(5) 73-1	99 13%	45 12%	18 33%	15 11%	5 6%	3 6%	1 3%	3 13%	54 15%	15 24%	21 19%	6 9%	3 8%	6 16%	3 9%	34 14%	29 17%	30 11%
SOMEWHAT LIKELY	(4) 73-2	194 26%	100 26%	18 33%	37 27%	22 24%	12 24%	8 25%	3 13%	94 27%	21 33%	29 26%	19 28%	9 25%	7 19%	8 25%	57 23%	48 28%	80 30%
SOMEWHAT UNLIKELY	(3) 73-3	70 9%	44 11%	5 9%	23 17%	6 7%	4 8%	3 9%	3 13%	26 7%	7 11%	5 4%	6 9%	2 6%	3 8%	3 9%	21 9%	15 9%	29 11%
VERY UNLIKELY	(2) 73-4	146 20%	86 22%	6 11%	26 19%	23 26%	18 36%	7 22%	5 22%	60 17%	7 11%	26 23%	15 22%	2 6%	5 14%	5 16%	46 19%	26 15%	64 24%
NEVER	(1) 73-5	221 30%	110 28%	8 15%	34 25%	33 37%	13 26%	13 41%	9 39%	111 32%	13 21%	30 27%	22 32%	19 53%	16 43%	11 34%	85 35%	50 29%	67 25%
DON'T KNOW	73-6	7 1%	2 1%	-	1 1%	1 1%	-	-	-	5 1%	-	1 1%	1 1%	1 3%	-	2 6%	3 1%	2 1%	1 *
ANALYZED RESPONDENTS		737 99%	387 100%	55 101%	136 100%	90 101%	50 100%	32 100%	23 100%	350 99%	63 100%	112 100%	69 101%	36 101%	37 100%	32 99%	246 101%	170 99%	271 101%
MEAN		2.73	2.70	3.58	2.80	2.36	2.48	2.28	2.39	2.77	3.29	2.86	2.59	2.29	2.51	2.57	2.63	2.88	2.79
STD DEV		1.465	1.415	1.410	1.370	1.342	1.268	1.304	1.436	1.518	1.463	1.521	1.406	1.522	1.570	1.453	1.497	1.518	1.387
STD ERROR		.0542	.0721	.1901	.1179	.1423	.1794	.2306	.2995	.0817	.1843	.1444	.1705	.2573	.2581	.2653	.0960	.1171	.0844

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL.

QUESTION 15F

TABLE 68

WINE BY THE GLASS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		486	226	35	66	57	32	22	13	260	46	88	57	23	25	20	153	108	196
		66%	58%	64%	49%	63%	64%	69%	57%	74%	73%	79%	83%	64%	68%	63%	62%	64%	72%
VERY LIKELY	(5) 74-1	241	92	13	22	25	16	9	6	149	26	51	31	9	19	13	71	52	102
		33%	24%	24%	16%	28%	32%	28%	26%	43%	41%	46%	45%	25%	51%	41%	29%	31%	38%
SOMEWHAT LIKELY	(4) 74-2	245	134	22	44	32	16	13	7	111	20	37	26	14	6	7	82	56	94
		33%	35%	40%	32%	36%	32%	41%	30%	32%	32%	33%	38%	39%	16%	22%	33%	33%	35%
SOMEWHAT UNLIKELY	(3) 74-3	46	31	8	14	6	2	1	-	15	4	1	4	2	2	2	14	8	21
		6%	8%	15%	10%	7%	4%	3%		4%	6%	1%	6%	6%	5%	6%	6%	5%	8%
VERY UNLIKELY	(2) 74-4	51	36	5	16	7	6	-	2	15	4	5	1	1	1	3	16	15	19
		7%	9%	9%	12%	8%	12%		9%	4%	6%	4%	1%	3%	3%	9%	7%	9%	7%
NEVER	(1) 74-5	152	94	7	40	20	10	9	8	58	9	18	7	10	9	5	62	38	35
		21%	24%	13%	29%	22%	20%	28%	35%	17%	14%	16%	10%	28%	24%	16%	25%	22%	13%
DON'T KNOW	74-6	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	1	1	-
		*								1%						6%	*	1%	
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		100%	100%	101%	99%	101%	100%	100%	100%	101%	99%	100%	100%	101%	99%	100%	100%	101%	101%
MEAN		3.51	3.24	3.53	2.94	3.39	3.44	3.41	3.04	3.80	3.79	3.88	4.06	3.31	3.68	3.67	3.34	3.41	3.77
STD DEV		1.511	1.517	1.291	1.503	1.510	1.525	1.578	1.680	1.450	1.404	1.440	1.214	1.560	1.661	1.512	1.566	1.543	1.358
STD ERROR		.0557	.0771	.1741	.1289	.1592	.2157	.2790	.3504	.0777	.1769	.1360	.1462	.2600	.2731	.2762	.1000	.1187	.0824

JOB NUMBER 681901 CARD NUMBER 01

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL.

QUESTION 15G

TABLE 69

WINE BY THE CARAFE

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		370 50%	192 50%	28 51%	69 51%	49 54%	21 42%	18 56%	6 26%	178 51%	33 52%	65 58%	38 55%	13 36%	18 49%	10 31%	106 43%	91 54%	153 56%
VERY LIKELY	(5) 75-1	138 19%	73 19%	12 22%	21 15%	18 20%	11 22%	6 19%	5 22%	65 19%	13 21%	23 21%	15 22%	6 17%	7 19%	1 3%	44 18%	31 18%	57 21%
SOMEWHAT LIKELY	(4) 75-2	232 31%	119 31%	16 29%	48 35%	31 34%	10 20%	12 38%	1 4%	113 32%	20 32%	42 38%	23 33%	7 19%	11 30%	9 28%	62 25%	60 35%	96 35%
SOMEWHAT UNLIKELY	(3) 75-3	85 12%	46 12%	13 24%	15 11%	8 9%	6 12%	4 13%	-	39 11%	11 17%	8 7%	10 14%	3 8%	3 8%	4 13%	24 10%	15 9%	45 17%
VERY UNLIKELY	(2) 75-4	89 12%	50 13%	6 11%	14 10%	11 12%	9 18%	3 9%	7 30%	39 11%	7 11%	12 11%	7 10%	5 14%	4 11%	4 13%	38 15%	16 9%	28 10%
NEVER	(1) 75-5	187 25%	98 25%	8 15%	37 27%	22 24%	14 28%	7 22%	10 43%	89 25%	11 17%	26 23%	14 20%	14 39%	12 32%	12 38%	75 30%	45 26%	45 17%
DON'T KNOW	75-6	6 1%	1 *	-	1 1%	-	-	-	-	5 1%	1 2%	1 1%	-	1 3%	-	2 6%	3 1%	3 2%	-
ANALYZED RESPONDENTS		737 100%	387 100%	55 101%	136 99%	90 99%	50 100%	32 101%	23 99%	350 99%	63 100%	112 101%	69 99%	36 100%	37 100%	32 101%	246 99%	170 99%	271 100%
MEAN		3.06	3.05	3.33	3.01	3.13	2.90	3.22	2.30	3.08	3.27	3.22	3.26	2.60	2.92	2.43	2.84	3.10	3.34
STD DEV		1.487	1.485	1.321	1.475	1.492	1.539	1.430	1.572	1.490	1.381	1.485	1.431	1.571	1.566	1.358	1.531	1.505	1.359
STD ERROR		.0550	.0756	.1782	.1270	.1572	.2177	.2528	.3278	.0802	.1754	.1409	.1722	.2655	.2574	.2480	.0982	.1164	.0825

LIKELIHOOD OF ORDERING TYPES OF WINES AT A RESTAURANT IF AVAIL. QUESTION 15H

TABLE 70

WINE BY THE BOTTLE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		335 45%	179 46%	29 53%	63 46%	47 52%	21 42%	12 38%	6 26%	156 45%	32 51%	62 55%	29 42%	12 33%	13 35%	7 22%	104 42%	72 42%	144 53%
VERY LIKELY	(5) 76-1	159 22%	82 21%	15 27%	30 22%	17 19%	10 20%	7 22%	3 13%	77 22%	16 25%	35 31%	12 17%	6 17%	5 14%	3 9%	52 21%	33 19%	66 24%
SOMEWHAT LIKELY	(4) 76-2	176 24%	97 25%	14 25%	33 24%	30 33%	11 22%	5 16%	3 13%	79 23%	16 25%	27 24%	17 25%	6 17%	8 22%	4 13%	52 21%	39 23%	78 29%
SOMEWHAT UNLIKELY	(3) 76-3	79 11%	41 11%	10 18%	16 12%	4 4%	7 14%	3 9%	1 4%	38 11%	9 14%	10 9%	10 14%	4 11%	2 5%	3 9%	23 9%	18 11%	32 12%
VERY UNLIKELY	(2) 76-4	115 16%	63 16%	6 11%	20 15%	15 17%	9 18%	7 22%	6 26%	52 15%	7 11%	17 15%	13 19%	4 11%	6 16%	5 16%	44 18%	25 15%	37 14%
NEVER	(1) 76-5	201 27%	102 26%	9 16%	36 26%	24 27%	13 26%	10 31%	10 43%	99 28%	15 24%	22 20%	17 25%	15 42%	16 43%	14 44%	72 29%	52 31%	57 21%
DON'T KNOW	76-6	7 1%	2 1%	1 2%	1 1%	-	-	-	-	5 1%	-	1 1%	-	1 3%	-	3 9%	3 1%	3 2%	1 *
ANALYZED RESPONDENTS		737 101%	387 100%	55 99%	136 100%	90 100%	50 100%	32 100%	23 99%	350 100%	63 99%	112 100%	69 100%	36 101%	37 100%	32 100%	246 99%	170 101%	271 100%
MEAN		2.97	2.98	3.37	3.01	3.01	2.92	2.75	2.26	2.95	3.17	3.32	2.91	2.54	2.46	2.21	2.87	2.86	3.22
STD DEV		1.539	1.525	1.418	1.532	1.523	1.494	1.561	1.451	1.554	1.517	1.531	1.452	1.573	1.535	1.423	1.555	1.548	1.483
STD ERROR		.0569	.0777	.1929	.1318	.1606	.2113	.2759	.3025	.0837	.1911	.1453	.1748	.2660	.2523	.2643	.0997	.1198	.0902

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS QUESTION 16A

TABLE 71

COMFORTABLE ORDERING
FROM A WINE LIST

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		436 67%	220 66%	37 73%	78 66%	51 68%	25 60%	18 69%	10 56%	216 69%	39 66%	69 67%	50 78%	21 75%	22 71%	14 48%	140 66%	90 62%	180 71%
AGREE STRONGLY	(5) 05-5	220 34%	112 34%	17 33%	41 35%	28 37%	11 26%	10 38%	4 22%	108 34%	19 32%	40 39%	23 36%	10 36%	12 39%	3 10%	62 29%	51 35%	92 36%
AGREE SOMEWHAT	(4) 05-4	216 33%	108 33%	20 39%	37 31%	23 31%	14 33%	8 31%	6 33%	108 34%	20 34%	29 28%	27 42%	11 39%	10 32%	11 38%	78 37%	39 27%	88 35%
NEITHER AGREE NOR DISAGREE	(3) 05-3	42 7%	25 8%	2 4%	8 7%	10 13%	1 2%	1 4%	3 17%	17 5%	4 7%	6 6%	2 3%	1 4%	1 3%	3 10%	9 4%	14 10%	16 6%
DISAGREE SOMEWHAT	(2) 05-2	97 15%	51 15%	7 14%	21 18%	9 12%	9 21%	2 8%	3 17%	46 15%	9 15%	14 14%	9 14%	1 4%	6 19%	7 24%	38 18%	24 17%	32 13%
DISAGREE STRONGLY	(1) 05-1	63 10%	31 9%	4 8%	9 8%	5 7%	6 14%	5 19%	2 11%	32 10%	7 12%	13 13%	3 5%	5 18%	2 6%	2 7%	21 10%	14 10%	24 9%
DON'T KNOW/ N/A	05-9	8 1%	4 1%	1 2%	2 2%	-	1 2%	-	-	4 1%	-	1 1%	-	-	-	3 10%	4 2%	3 2%	1 *
ANALYZED RESPONDENTS		646 100%	331 100%	51 100%	118 101%	75 100%	42 98%	26 100%	18 100%	315 99%	59 100%	103 101%	64 100%	28 101%	31 99%	29 99%	212 100%	145 101%	253 99%
MEAN		3.68	3.67	3.78	3.69	3.80	3.37	3.62	3.39	3.69	3.59	3.68	3.91	3.71	3.77	3.23	3.59	3.63	3.76
STD DEV		1.343	1.336	1.269	1.322	1.243	1.444	1.521	1.296	1.349	1.379	1.429	1.168	1.435	1.312	1.186	1.345	1.371	1.317
STD ERROR		.0531	.0739	.1795	.1227	.1436	.2255	.2983	.3056	.0765	.1795	.1415	.1461	.2713	.2357	.2327	.0932	.1151	.0830

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS QUESTION 16B

TABLE 72

LIKE IT WHEN THE
SERVER SUGGESTS A WINE

		AGE															INCOME		
		MALES							FEMALES										
	TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)	490 76%	240 73%	41 80%	88 75%	55 73%	26 62%	19 73%	11 61%	250 79%	52 88%	80 78%	55 86%	21 75%	23 74%	18 62%	170 80%	111 77%	184 73%
AGREE STRONGLY (5) 06-5	220 34%	102 31%	21 41%	35 30%	20 27%	14 33%	8 31%	4 22%	118 37%	28 47%	41 40%	23 36%	6 21%	11 35%	8 28%	76 36%	55 38%	78 31%
AGREE SOMEWHAT (4) 06-4	270 42%	138 42%	20 39%	53 45%	35 47%	12 29%	11 42%	7 39%	132 42%	24 41%	39 38%	32 50%	15 54%	12 39%	10 34%	94 44%	56 39%	106 42%
NEITHER AGREE NOR DISAGREE (3) 06-3	25 4%	18 5%	2 4%	6 5%	5 7%	-	3 12%	2 11%	7 2%	-	3 3%	2 3%	-	-	2 7%	6 3%	9 6%	9 4%
DISAGREE SOMEWHAT (2) 06-2	74 11%	40 12%	4 8%	13 11%	8 11%	12 29%	2 8%	1 6%	34 11%	2 3%	13 13%	4 6%	5 18%	7 23%	3 10%	22 10%	10 7%	37 15%
DISAGREE STRONGLY (1) 06-1	50 8%	32 10%	4 8%	10 8%	7 9%	4 10%	2 8%	4 22%	18 6%	4 7%	6 6%	3 5%	2 7%	1 3%	2 7%	11 5%	14 10%	20 8%
DON'T KNOW/ N/A 06-9	7 1%	1 *	-	1 1%	-	-	-	-	6 2%	1 2%	1 1%	-	-	-	4 14%	3 1%	1 1%	3 1%
ANALYZED RESPONDENTS	646 100%	331 100%	51 100%	118 100%	75 101%	42 101%	26 101%	18 100%	315 100%	59 100%	103 101%	64 100%	28 100%	31 100%	29 100%	212 99%	145 101%	253 101%
MEAN	3.84	3.72	3.98	3.77	3.71	3.48	3.81	3.33	3.96	4.21	3.94	4.06	3.64	3.81	3.76	3.97	3.89	3.74
STD DEV	1.234	1.28[illegible]	[illegible].212	1.229	1.230	1.434	1.177	1.452	1.169	1.094	1.211	1.028	1.201	1.229	1.241	1.134	1.258	1.261
STD ERROR	.0488	.0705	.1697	.1136	.1420	.2214	.2308	.3424	.0665	.1437	.1199	.1286	.2270	.2207	.2483	.0784	.1049	.0798

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS

QUESTION 16C

TABLE 73

ARE WELL INFORMED
ABOUT WINES

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		300	156	27	59	33	18	14	5	144	25	53	28	15	14	8	81	70	130
		46%	47%	53%	50%	44%	43%	54%	28%	46%	42%	51%	44%	54%	45%	28%	38%	48%	51%
AGREE STRONGLY	(5) 07-5	87	46	6	18	9	8	3	2	41	3	21	7	2	5	2	23	23	35
		13%	14%	12%	15%	12%	19%	12%	11%	13%	5%	20%	11%	7%	16%	7%	11%	16%	14%
AGREE SOMEWHAT	(4) 07-4	213	110	21	41	24	10	11	3	103	22	32	21	13	9	6	58	47	95
		33%	33%	41%	35%	32%	24%	42%	17%	33%	37%	31%	33%	46%	29%	21%	27%	32%	38%
NEITHER AGREE NOR DISAGREE	(3) 07-3	40	22	1	5	9	3	1	2	18	3	7	7	-	1	-	16	8	14
		6%	7%	2%	4%	12%	7%	4%	11%	6%	5%	7%	11%		3%		8%	6%	6%
DISAGREE SOMEWHAT	(2) 07-2	168	88	11	33	22	14	4	4	80	17	19	17	7	9	11	58	35	67
		26%	27%	22%	28%	29%	33%	15%	22%	25%	29%	18%	27%	25%	29%	38%	27%	24%	26%
DISAGREE STRONGLY	(1) 07-1	127	59	12	18	11	6	7	5	68	13	23	12	6	7	7	51	30	39
		20%	18%	24%	15%	15%	14%	27%	28%	22%	22%	22%	19%	21%	23%	24%	24%	21%	15%
DON'T KNOW/ N/A	07-9	11	6	-	3	-	1	-	2	5	1	1	-	-	-	3	6	2	3
		2%	2%		3%		2%		11%	2%	2%	1%				10%	3%	1%	1%
ANALYZED RESPONDENTS		646	331	51	118	75	42	26	18	315	59	103	64	28	31	29	212	145	253
		100%	101%	101%	100%	100%	99%	100%	100%	101%	100%	99%	101%	99%	100%	100%	100%	100%	100%
MEAN		2.94	2.99	2.96	3.07	2.97	3.00	2.96	2.56	2.90	2.74	3.09	2.91	2.93	2.87	2.42	2.73	2.99	3.08
STD DEV		1.394	1.378	1.427	1.375	1.295	1.396	1.453	1.412	1.409	1.307	1.489	1.331	1.360	1.453	1.305	1.387	1.433	1.351
STD ERROR		.0553	.0764	.1998	.1282	.1496	.2181	.2851	.3532	.0800	.1716	.1474	.1664	.2571	.2610	.2561	.0966	.1198	.0854

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS QUESTION 16D

TABLE 74

SERVERS USU DON'T KNOW
ABOUT THE REST.'S WINE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		243	128	19	45	29	13	12	10	115	25	28	25	13	10	13	72	59	96
		38%	39%	37%	38%	39%	31%	46%	56%	37%	42%	27%	39%	46%	32%	45%	34%	41%	38%
AGREE STRONGLY	(5) 08-5	74	44	7	10	12	6	5	4	30	7	10	1	4	3	4	19	19	31
		11%	13%	14%	8%	16%	14%	19%	22%	10%	12%	10%	2%	14%	10%	14%	9%	13%	12%
AGREE SOMEWHAT	(4) 08-4	169	84	12	35	17	7	7	6	85	18	18	24	9	7	9	53	40	65
		26%	25%	24%	30%	23%	17%	27%	33%	27%	31%	17%	38%	32%	23%	31%	25%	28%	26%
NEITHER AGREE NOR DISAGREE	(3) 08-3	68	35	1	11	12	6	2	2	33	6	13	10	-	2	2	23	13	28
		11%	11%	2%	9%	16%	14%	8%	11%	10%	10%	13%	16%		6%	7%	11%	9%	11%
DISAGREE SOMEWHAT	(2) 08-2	205	110	23	40	26	14	4	3	95	20	29	21	9	9	7	70	46	78
		32%	33%	45%	34%	35%	33%	15%	17%	30%	34%	28%	33%	32%	29%	24%	33%	32%	31%
DISAGREE STRONGLY	(1) 08-1	97	41	7	18	4	5	6	1	56	8	27	7	4	8	2	37	19	37
		15%	12%	14%	15%	5%	12%	23%	6%	18%	14%	26%	11%	14%	26%	7%	17%	13%	15%
DON'T KNOW/ N/A	08-9	33	17	1	4	4	4	2	2	16	-	6	1	2	2	5	10	8	14
		5%	5%	2%	3%	5%	10%	8%	11%	5%		6%	2%	7%	6%	17%	5%	6%	6%
ANALYZED RESPONDENTS		646	331	51	118	75	42	26	18	315	59	103	64	28	31	29	212	145	253
		100%	99%	101%	99%	100%	100%	100%	100%	100%	101%	100%	102%	99%	100%	100%	100%	101%	101%
MEAN		2.87	2.94	2.78	2.82	3.10	2.87	3.04	3.56	2.79	2.93	2.54	2.86	3.00	2.59	3.25	2.74	2.96	2.90
STD DEV		1.306	1.302	1.331	1.267	1.223	1.301	1.513	1.223	1.307	1.287	1.339	1.096	1.386	1.377	1.266	1.284	1.317	1.313
STD ERROR		.0527	.0735	.1882	.1187	.1452	.2110	.3088	.3057	.0756	.1675	.1360	.1381	.2719	.2558	.2585	.0903	.1125	.0849

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS

QUESTION 16E

TABLE 75

ARE USUALLY SATISFIED
W/ REST.'S HOUSE WINE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		398	185	31	56	45	23	16	13	213	41	71	40	20	23	17	137	86	155
		62%	56%	61%	47%	60%	55%	62%	72%	68%	69%	69%	63%	71%	74%	59%	65%	59%	61%
AGREE STRONGLY (5)	09-5	110	40	5	10	12	5	3	4	70	13	27	10	6	9	4	34	23	43
		17%	12%	10%	8%	16%	12%	12%	22%	22%	22%	26%	16%	21%	29%	14%	16%	16%	17%
AGREE SOMEWHAT (4)	09-4	288	145	26	46	33	18	13	9	143	28	44	30	14	14	13	103	63	112
		45%	44%	51%	39%	44%	43%	50%	50%	45%	47%	43%	47%	50%	45%	45%	49%	43%	44%
NEITHER AGREE NOR DISAGREE (3)	09-3	55	36	1	13	13	4	2	3	19	3	8	4	-	2	2	17	15	19
		9%	11%	2%	11%	17%	10%	8%	17%	6%	5%	8%	6%		6%	7%	8%	10%	8%
DISAGREE SOMEWHAT (2)	09-2	107	55	10	25	7	11	1	1	52	9	17	13	6	3	4	26	19	55
		17%	17%	20%	21%	9%	26%	4%	6%	17%	15%	17%	20%	21%	10%	14%	12%	13%	22%
DISAGREE STRONGLY (1)	09-1	67	46	8	21	8	4	5	-	21	4	5	6	2	1	3	27	18	19
		10%	14%	16%	18%	11%	10%	19%		7%	7%	5%	9%	7%	3%	10%	13%	12%	8%
DON'T KNOW/ N/A	09-9	19	9	1	3	2	-	2	1	10	2	2	1	-	2	3	5	7	5
		3%	3%	2%	3%	3%		8%	6%	3%	3%	2%	2%		6%	10%	2%	5%	2%
ANALYZED RESPONDENTS		646	331	51	118	75	42	26	18	315	59	103	64	28	31	29	212	145	253
		101%	101%	101%	100%	100%	101%	101%	101%	100%	99%	101%	100%	99%	99%	100%	100%	99%	101%
MEAN		3.43	3.24	3.20	2.99	3.47	3.21	3.33	3.94	3.62	3.65	3.70	3.40	3.57	3.93	3.42	3.44	3.39	3.42
STD DEV		1.256	1.277	1.311	1.302	1.194	1.225	1.343	.8022	1.203	1.191	1.173	1.241	1.237	1.048	1.245	1.268	1.276	1.222
STD ERROR		.0501	.0711	.1854	.1214	.1398	.1890	.2742	.1945	.0689	.1578	.1167	.1563	.2338	.1946	.2443	.0881	.1086	.0776

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS QUESTION 16F

TABLE 76

DECISION TO ORDER WINE W/ MEAL IS SPONTANEOUS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		377	183	27	64	38	27	16	11	194	40	67	33	15	21	18	117	88	155
		58%	55%	53%	54%	51%	64%	62%	61%	62%	68%	65%	52%	54%	68%	62%	55%	61%	61%
AGREE STRONGLY	(5) 10-5	167	73	12	25	14	12	4	6	94	21	31	15	6	13	8	44	45	70
		26%	22%	24%	21%	19%	29%	15%	33%	30%	36%	30%	23%	21%	42%	28%	21%	31%	28%
AGREE SOMEWHAT	(4) 10-4	210	110	15	39	24	15	12	5	100	19	36	18	9	8	10	73	43	85
		33%	33%	29%	33%	32%	36%	46%	28%	32%	32%	35%	28%	32%	26%	34%	34%	30%	34%
NEITHER AGREE NOR DISAGREE	(3) 10-3	29	18	1	9	6	1	-	-	11	2	2	5	-	-	2	10	7	10
		4%	5%	2%	8%	8%	2%			3%	3%	2%	8%			7%	5%	5%	4%
DISAGREE SOMEWHAT	(2) 10-2	123	67	16	22	15	8	3	3	56	12	15	17	4	4	4	50	23	44
		19%	20%	31%	19%	20%	19%	12%	17%	18%	20%	15%	27%	14%	13%	14%	24%	16%	17%
DISAGREE STRONGLY	(1) 10-1	108	60	7	22	16	6	6	3	48	4	18	9	8	5	3	32	24	42
		17%	18%	14%	19%	21%	14%	23%	17%	15%	7%	17%	14%	29%	16%	10%	15%	17%	17%
DON'T KNOW/ N/A	10-9	9	3	-	1	-	-	1	1	6	1	1	-	1	1	2	3	3	2
		1%	1%		1%			4%	6%	2%	2%	1%		4%	3%	7%	1%	2%	1%
ANALYZED RESPONDENTS		646	331	51	118	75	42	26	18	315	59	103	64	28	31	29	212	145	253
		100%	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
MEAN		3.32	3.21	3.18	3.20	3.07	3.45	3.20	3.47	3.44	3.71	3.46	3.20	3.04	3.67	3.59	3.22	3.44	3.39
STD DEV		1.464	1.455	1.437	1.445	1.454	1.434	1.469	1.538	1.466	1.326	1.486	1.416	1.598	1.534	1.340	1.411	1.489	1.466
STD ERROR		.0580	.0803	.2013	.1336	.1679	.2213	.2939	.3731	.0834	.1741	.1471	.1770	.3075	.2802	.2579	.0976	.1249	.0925

AGREE/DISAGREE WITH STATEMENTS ABOUT WINES SERVED IN RESTAURANTS

QUESTION 16G

TABLE 77

WINE IS USU FAIRLY
PRICED AT RESTAURANTS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-`64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		353	164	29	44	41	25	13	12	189	36	64	34	15	23	16	120	78	128
		55%	50%	57%	37%	55%	60%	50%	67%	60%	61%	62%	53%	54%	74%	55%	57%	54%	51%
AGREE STRONGLY	(5) 11-5	103	47	5	15	10	8	4	5	56	10	17	9	5	8	6	32	20	45
		16%	14%	10%	13%	13%	19%	15%	28%	18%	17%	17%	14%	18%	26%	21%	15%	14%	18%
AGREE SOMEWHAT	(4) 11-4	250	117	24	29	31	17	9	7	133	26	47	25	10	15	10	88	58	83
		39%	35%	47%	25%	41%	40%	35%	39%	42%	44%	46%	39%	36%	48%	34%	42%	40%	33%
NEITHER AGREE NOR DISAGREE	(3) 11-3	47	30	3	13	8	2	3	1	17	3	10	3	-	1	-	16	12	18
		7%	9%	6%	11%	11%	5%	12%	6%	5%	5%	10%	5%		3%		8%	8%	7%
DISAGREE SOMEWHAT	(2) 11-2	117	69	14	33	8	8	6	-	48	10	12	17	5	2	2	33	23	57
		18%	21%	27%	28%	11%	19%	23%		15%	17%	12%	27%	18%	6%	7%	16%	16%	23%
DISAGREE STRONGLY	(1) 11-1	106	59	4	25	17	5	3	4	47	8	15	9	7	4	4	35	27	41
		16%	18%	8%	21%	23%	12%	12%	22%	15%	14%	15%	14%	25%	13%	14%	17%	19%	16%
DON'T KNOW/ N/A	11-9	23	9	1	3	1	2	1	1	14	2	2	1	1	1	7	8	5	9
		4%	3%	2%	3%	1%	5%	4%	6%	4%	3%	2%	2%	4%	3%	24%	4%	3%	4%
ANALYZED RESPONDENTS		646	331	51	118	75	42	26	18	315	59	103	64	28	31	29	212	145	253
		100%	100%	100%	101%	100%	100%	101%	101%	99%	100%	102%	101%	101%	99%	100%	102%	100%	101%
MEAN		3.20	3.07	3.24	2.79	3.12	3.38	3.20	3.53	3.34	3.35	3.39	3.13	3.04	3.70	3.55	3.24	3.15	3.14
STD DEV		1.374	1.374	1.192	1.373	1.404	1.335	1.296	1.499	1.361	1.331	1.304	1.339	1.527	1.294	1.437	1.359	1.378	1.401
STD ERROR		.0550	.0765	.1686	.1280	.1632	.2112	.2592	.3637	.0784	.1762	.1298	.1687	.2938	.2364	.3064	.0952	.1164	.089

LIKELIHOOD OF ORDERING ALCOHOLIC DRINKS AT A RESTAURANT IF AVAIL QUESTION 17A

TABLE 78

MIXED DRINKS

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		377	222	31	73	56	26	23	12	155	29	56	32	12	17	9	109	89	153
		51%	57%	56%	54%	62%	52%	72%	52%	44%	46%	50%	46%	33%	46%	28%	44%	52%	56%
VERY LIKELY	(5) 12-1	192	114	18	37	23	14	14	7	78	16	30	11	5	11	5	62	39	77
		26%	29%	33%	27%	26%	28%	44%	30%	22%	25%	27%	16%	14%	30%	16%	25%	23%	28%
SOMEWHAT LIKELY	(4) 12-2	185	108	13	36	33	12	9	5	77	13	26	21	7	6	4	47	50	76
		25%	28%	24%	26%	37%	24%	28%	22%	22%	21%	23%	30%	19%	16%	13%	19%	29%	28%
SOMEWHAT UNLIKELY	(3) 12-3	53	30	4	15	7	2	1	1	23	8	4	5	2	2	2	20	11	19
		7%	8%	7%	11%	8%	4%	3%	4%	7%	13%	4%	7%	6%	5%	6%	8%	6%	7%
VERY UNLIKELY	(2) 12-4	118	63	8	25	13	11	3	3	55	14	15	12	9	1	4	44	29	37
		16%	16%	15%	18%	14%	22%	9%	13%	16%	22%	13%	17%	25%	3%	13%	18%	17%	14%
NEVER	(1) 12-5	187	70	12	22	14	10	5	7	117	12	37	20	13	17	17	73	39	62
		25%	18%	22%	16%	16%	20%	16%	30%	33%	19%	33%	29%	36%	46%	53%	30%	23%	23%
DON'T KNOW	12-6	2	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	2	-
		*	1%		1%		2%											1%	
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		99%	100%	101%	99%	101%	100%	100%	99%	100%	100%	100%	99%	100%	100%	101%	100%	99%	100%
MEAN		3.10	3.35	3.31	3.30	3.42	3.18	3.75	3.09	2.84	3.11	2.97	2.87	2.50	2.81	2.25	2.92	3.13	3.25
STD DEV		1.569	1.495	1.571	1.451	1.406	1.547	1.479	1.665	1.606	1.481	1.660	1.502	1.481	1.783	1.561	1.599	1.520	1.550
STD ERROR		.0578	.0762	.2118	.1249	.1482	.2210	.2614	.3473	.0858	.1866	.1569	.1809	.2468	.2931	.2759	.1019	.1173	.0941

LIKELIHOOD OF ORDERING ALCOHOLIC DRINKS AT A RESTAURANT IF AVAIL

QUESTION 17B

TABLE 79

THICK SWEET FRUITY COCKTAILS

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		317	131	29	52	28	13	4	5	186	49	66	31	17	10	13	111	73	110
		43%	34%	53%	38%	31%	26%	13%	22%	53%	78%	59%	45%	47%	27%	41%	45%	43%	41%
VERY LIKELY	(5) 13-1	147	56	17	20	10	5	-	4	91	31	30	14	8	3	5	54	33	48
		20%	14%	31%	15%	11%	10%		17%	26%	49%	27%	20%	22%	8%	16%	22%	19%	18%
SOMEWHAT LIKELY	(4) 13-2	170	75	12	32	18	8	4	1	95	18	36	17	9	7	8	57	40	62
		23%	19%	22%	24%	20%	16%	13%	4%	27%	29%	32%	25%	25%	19%	25%	23%	24%	23%
SOMEWHAT UNLIKELY	(3) 13-3	66	39	6	22	5	2	3	1	27	4	9	10	2	-	2	22	19	24
		9%	10%	11%	16%	6%	4%	9%	4%	8%	6%	8%	14%	6%		6%	9%	11%	9%
VERY UNLIKELY	(2) 13-4	157	106	11	35	28	16	8	7	51	6	14	14	7	5	5	45	32	68
		21%	27%	20%	26%	31%	32%	25%	30%	15%	10%	13%	20%	19%	14%	16%	18%	19%	25%
NEVER	(1) 13-5	195	110	9	26	29	19	17	10	85	4	23	14	10	22	11	67	45	69
		26%	28%	16%	19%	32%	38%	53%	43%	24%	6%	21%	20%	28%	59%	34%	27%	26%	25%
DON'T KNOW	13-6	2	1	-	1	-	-	-	-	1	-	-	-	-	-	1	1	1	-
		*	*		1%					*						3%	*	1%	
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		99%	98%	100%	101%	100%	100%	100%	98%	100%	100%	101%	99%	100%	100%	100%	99%	100%	100%
MEAN		2.89	2.64	3.31	2.89	2.47	2.28	1.81	2.22	3.16	4.05	3.32	3.04	2.94	2.03	2.71	2.94	2.91	2.82
STD DEV		1.514	1.435	1.487	1.359	1.400	1.371	1.043	1.473	1.552	1.227	1.495	1.438	1.562	1.442	1.549	1.545	1.504	1.474
STD ERROR		.0558	.0730	.2006	.1169	.1475	.1939	.1845	.3071	.0830	.1545	.1412	.1732	.2604	.2371	.2782	.0987	.1157	.0895

LIKELIHOOD OF ORDERING ALCOHOLIC DRINKS AT A RESTAURANT IF AVAIL QUESTION 17C

TABLE 80

AFTER DINNER LIQUEUR

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		282	150	25	55	35	17	11	7	132	26	48	28	13	9	8	79	70	115
		38%	39%	45%	40%	39%	34%	34%	30%	38%	41%	43%	41%	36%	24%	25%	32%	41%	42%
VERY LIKELY	(5) 14-1	95	51	6	23	11	7	2	2	44	13	15	7	3	3	3	29	26	35
		13%	13%	11%	17%	12%	14%	6%	9%	13%	21%	13%	10%	8%	8%	9%	12%	15%	13%
SOMEWHAT LIKELY	(4) 14-2	187	99	19	32	24	10	9	5	88	13	33	21	10	6	5	50	44	80
		25%	26%	35%	24%	27%	20%	28%	22%	25%	21%	29%	30%	28%	16%	16%	20%	26%	30%
SOMEWHAT UNLIKELY	(3) 14-3	83	53	5	25	9	9	3	2	30	6	6	9	2	2	5	27	19	33
		11%	14%	9%	18%	10%	18%	9%	9%	9%	10%	5%	13%	6%	5%	16%	11%	11%	12%
VERY UNLIKELY	(2) 14-4	154	87	17	27	21	10	6	5	67	18	22	14	4	5	4	57	33	54
		21%	22%	31%	20%	23%	20%	19%	22%	19%	29%	20%	20%	11%	14%	13%	23%	19%	20%
NEVER	(1) 14-5	216	95	8	27	25	14	12	9	121	13	36	18	17	21	15	83	46	69
		29%	25%	15%	20%	28%	28%	38%	39%	35%	21%	32%	26%	47%	57%	47%	34%	27%	25%
DON'T KNOW	14-6	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-
		*	1%		1%													1%	
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		99%	101%	101%	100%	100%	100%	100%	101%	101%	102%	99%	99%	100%	100%	101%	100%	99%	100%
MEAN		2.72	2.80	2.96	2.98	2.72	2.72	2.47	2.39	2.62	2.92	2.72	2.78	2.39	2.05	2.28	2.53	2.83	2.85
STD DEV		1.440	1.400	1.292	1.390	1.422	1.414	1.391	1.406	1.477	1.461	1 495	1.381	1.495	1.413	1.419	1.427	1.463	1.416
STD ERROR		.0531	.0713	.1743	.1200	.1499	.2000	.2460	.2932	.0789	.1841	.1412	.1663	.2493	.2323	.2509	.0910	.1129	.0860

JOB NUMBER 681901 CARD NUMBER 02

AGREE/DISAGREE WITH STATEMENTS ABOUT LIQUOR

QUESTION 18A

TABLE 81

ORDER COCKTAIL BEFORE
MEAL SPONTEOUSLY

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)			404	200	25	78	48	23	16	10	204	41	66	41	17	20	19	135	96	149
			61%	58%	51%	63%	59%	52%	57%	59%	65%	68%	61%	65%	53%	77%	73%	63%	61%	61%
AGREE STRONGLY	(5)	15-5	202	92	9	36	26	7	9	5	110	22	41	16	10	12	9	71	44	73
			31%	27%	18%	29%	32%	16%	32%	29%	35%	37%	38%	25%	31%	46%	35%	33%	28%	30%
AGREE SOMEWHAT	(4)	15-4	202	108	16	42	22	16	7	5	94	19	25	25	7	8	10	64	52	76
			31%	31%	33%	34%	27%	36%	25%	29%	30%	32%	23%	40%	22%	31%	38%	30%	33%	31%
NEITHER AGREE NOR DISAGREE	(3)	15-3	28	17	4	4	6	1	2	-	11	3	4	3	1	-	-	7	10	11
			4%	5%	8%	3%	7%	2%	7%		3%	5%	4%	5%	3%			3%	6%	4%
DISAGREE SOMEWHAT	(2)	15-2	107	64	14	26	11	9	4	-	43	7	15	10	5	1	5	40	24	36
			16%	19%	29%	21%	13%	20%	14%		14%	12%	14%	16%	16%	4%	19%	19%	15%	15%
DISAGREE STRONGLY	(1)	15-1	116	60	6	14	16	10	6	7	56	9	23	9	9	5	1	31	26	48
			18%	17%	12%	11%	20%	23%	21%	41%	18%	15%	21%	14%	28%	19%	4%	14%	17%	20%
DON'T KNOW/ N/A		15-9	5	4	-	2	1	1	-	-	1	-	-	-	-	-	1	1	1	2
			1%	1%		2%	1%	2%			*						4%	*	1%	1%
ANALYZED RESPONDENTS			660	345	49	124	82	44	28	17	315	60	108	63	32	26	26	214	157	246
			101%	100%	100%	100%	100%	99%	99%	99%	100%	101%	100%	100%	100%	100%	100%	99%	100%	101%
MEAN			3.41	3.32	3.16	3.49	3.38	3.02	3.32	3.06	3.51	3.63	3.43	3.46	3.13	3.81	3.84	3.49	3.41	3.37
STD DEV			1.499	1.478	1.345	1.398	1.528	1.470	1.559	1.764	1.514	1.448	1.599	1.389	1.653	1.519	1.222	1.471	1.453	1.518
STD ERROR			.0585	.0800	.1921	.1265	.1697	.2242	.2947	.4280	.0854	.1870	.1539	.1750	.2923	.2980	.2444	.1008	.1164	.0972

JOB NUMBER 681901 CARD NUMBER 02

AGREE/DISAGREE WITH STATEMENTS ABOUT LIQUOR

QUESTION 18B

TABLE 82

RESTAURANTS MAKE
BETTER COCKTAILS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		313 47%	154 45%	26 53%	56 45%	41 50%	18 41%	7 25%	6 35%	159 50%	31 52%	55 51%	32 51%	13 41%	12 46%	16 62%	100 47%	70 45%	118 48%
AGREE STRONGLY	(5) 16-5	167 25%	73 21%	16 33%	25 20%	22 27%	4 9%	4 14%	2 12%	94 30%	16 27%	34 31%	19 30%	9 28%	8 31%	8 31%	57 27%	38 24%	58 24%
AGREE SOMEWHAT	(4) 16-4	146 22%	81 23%	10 20%	31 25%	19 23%	14 32%	3 11%	4 24%	65 21%	15 25%	21 19%	13 21%	4 13%	4 15%	8 31%	43 20%	32 20%	60 24%
NEITHER AGREE NOR DISAGREE	16-3 (3)	41 6%	20 6%	1 2%	6 5%	11 13%	-	1 4%	1 6%	21 7%	3 5%	8 7%	5 8%	-	3 12%	2 8%	12 6%	15 10%	12 5%
DISAGREE SOMEWHAT	(2) 16-2	123 19%	63 18%	6 12%	23 19%	15 18%	11 25%	6 21%	2 12%	60 19%	10 17%	21 19%	15 24%	9 28%	3 12%	2 8%	43 20%	31 20%	45 18%
DISAGREE STRONGLY	(1) 16-1	173 26%	102 30%	16 33%	37 30%	14 17%	13 30%	13 46%	8 47%	71 23%	16 27%	23 21%	11 17%	8 25%	8 31%	5 19%	59 28%	34 22%	69 28%
DON'T KNOW/ N/A	16-9	10 2%	6 2%	-	2 2%	1 1%	2 5%	1 4%	-	4 1%	-	1 1%	-	2 6%	-	1 4%	-	7 4%	2 1%
ANALYZED RESPONDENTS		660 100%	345 100%	49 100%	124 101%	82 99%	44 101%	28 100%	17 101%	315 101%	60 101%	108 98%	63 100%	32 100%	26 101%	26 101%	214 101%	157 100%	246 100%
MEAN		3.02	2.88	3.08	2.87	3.25	2.64	2.22	2.41	3.16	3.08	3.21	3.22	2.90	3.04	3.48	2.98	3.06	2.97
STD DEV		1.582	1.573	1.712	1.567	1.461	1.444	1.498	1.536	1.580	1.594	1.575	1.516	1.640	1.652	1.499	1.603	1.528	1.584
STD ERROR		.0620	.0854	.2446	.1419	.1624	.2228	.2884	.3725	.0896	.2058	.1522	.1910	.2994	.3239	.2999	.1095	.1248	.1014

AGREE/DISAGREE WITH STATEMENTS ABOUT LIQUOR

QUESTION 18C

TABLE 83

LOYAL TO CERTAIN LIQ.
BRANDS/REQUEST THEM

		AGE															INCOME		
		MALES							FEMALES										
	TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)	368 56%	203 59%	29 59%	72 58%	45 55%	28 64%	17 61%	11 65%	165 52%	35 58%	54 50%	35 56%	18 56%	15 58%	8 31%	114 53%	98 62%	127 52%
AGREE STRONGLY (5) 17-5	244 37%	135 39%	19 39%	48 39%	29 35%	18 41%	13 46%	7 41%	109 35%	22 37%	38 35%	27 43%	8 25%	10 38%	4 15%	84 39%	63 40%	82 33%
AGREE SOMEWHAT (4) 17-4	124 19%	68 20%	10 20%	24 19%	16 20%	10 23%	4 14%	4 24%	56 18%	13 22%	16 15%	8 13%	10 31%	5 19%	4 15%	30 14%	35 22%	45 18%
NEITHER AGREE NOR DISAGREE (3) 17-3	32 5%	14 4%	1 2%	6 5%	4 5%	1 2%	1 4%	1 6%	18 6%	3 5%	4 4%	6 10%	1 3%	1 4%	3 12%	11 5%	6 4%	14 6%
DISAGREE SOMEWHAT (2) 17-2	107 16%	58 17%	10 20%	22 18%	14 17%	8 18%	3 11%	1 6%	49 16%	9 15%	17 16%	9 14%	4 13%	3 12%	7 27%	41 19%	21 13%	40 16%
DISAGREE STRONGLY (1) 17-1	147 22%	65 19%	9 18%	22 18%	18 22%	6 14%	6 21%	4 24%	82 26%	13 22%	33 31%	13 21%	9 28%	7 27%	7 27%	48 22%	29 18%	64 26%
DON'T KNOW/ N/A 17-9	6 1%	5 1%	-	2 2%	1 1%	1 2%	1 4%	-	1 *	-	-	-	-	-	1 4%	-	3 2%	1 *
ANALYZED RESPONDENTS	660 100%	345 100%	49 99%	124 101%	82 100%	44 100%	28 100%	17 101%	315 101%	60 101%	108 101%	63 101%	32 100%	26 100%	26 100%	214 99%	157 99%	246 99%
MEAN	3.32	3.44	3.41	3.44	3.30	3.60	3.56	3.53	3.19	3.37	3.08	3.43	3.13	3.31	2.64	3.29	3.53	3.17
STD DEV	1.624	1.590	1.589	1.573	1.613	1.511	1.662	1.613	1 652	1.601	1.711	1.620	1.595	1.681	1.438	1.648	1.571	1.643
STD ERROR	.0635	.0862	.2271	.1424	.1792	.2305	.3200	.3912	.0932	.2067	.1646	.2041	.2821	.3298	.2877	.1126	.1266	.1050

JOB NUMBER 681901 CARD NUMBER 02

AGREE/DISAGREE WITH STATEMENTS ABOUT LIQUOR

QUESTION 18D

TABLE 84

USUALLY ORDER AFTER DINNER DRK/FANCY REST

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		320	179	32	60	43	21	13	10	141	35	52	28	15	6	5	107	84	114
		48%	52%	65%	48%	52%	48%	46%	59%	45%	58%	48%	44%	47%	23%	19%	50%	54%	46%
AGREE STRONGLY	(5) 18-5	166	91	14	33	23	10	7	4	75	23	27	12	6	4	3	58	43	58
		25%	26%	29%	27%	28%	23%	25%	24%	24%	38%	25%	19%	19%	15%	12%	27%	27%	24%
AGREE SOMEWHAT	(4) 18-4	154	88	18	27	20	11	6	6	66	12	25	16	9	2	2	49	41	56
		23%	26%	37%	22%	24%	25%	21%	35%	21%	20%	23%	25%	28%	8%	8%	23%	26%	23%
NEITHER AGREE NOR DISAGREE	(3) 18-3	32	19	2	8	6	2	-	1	13	1	5	5	1	1	-	7	10	12
		5%	6%	4%	6%	7%	5%		6%	4%	2%	5%	8%	3%	4%		3%	6%	5%
DISAGREE SOMEWHAT	(2) 18-2	140	71	9	25	20	9	7	1	69	11	24	13	5	7	9	46	24	59
		21%	21%	18%	20%	24%	20%	25%	6%	22%	18%	22%	21%	16%	27%	35%	21%	15%	24%
DISAGREE STRONGLY	(1) 18-1	159	71	6	29	12	12	7	4	88	12	26	16	11	12	11	53	34	59
		24%	21%	12%	23%	15%	27%	25%	24%	28%	20%	24%	25%	34%	46%	42%	25%	22%	24%
DON'T KNOW/ N/A	18-9	9	5	-	2	1	-	1	1	4	1	1	1	-	-	1	1	5	2
		1%	1%		2%	1%		4%	6%	1%	2%	1%	2%			4%	*	3%	1%
ANALYZED RESPONDENTS		660	345	49	124	82	44	28	17	315	60	108	63	32	26	26	214	157	246
		99%	101%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	99%	101%
MEAN		3.0[illegible]	3.17	3.51	3.08	3.27	2.95	2.96	3.31	2.91	3.39	3.03	2.92	2.81	2.19	2.08	3.06	3.23	2.98
STD DEV		1.564	1.531	1.386	1.565	1.465	1.566	1.598	1.529	1.588	1.615	1.561	1.505	1.589	1.468	1.354	1.589	1.549	1.545
STD ERROR		.0613	.0830	.1981	.1417	.1628	.2360	.3075	.3824	.0900	.2103	.1509	.1912	.2810	.2879	.2708	.1089	.1256	.0989

AGREE/DISAGREE WITH STATEMENTS ABOUT LIQUOR

QUESTION 18E

TABLE 85

LIQUOR IS USU. FAIRLY
PRICED AT RESTAURANTS

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		280 42%	150 43%	21 43%	47 38%	37 45%	22 50%	15 54%	8 47%	130 41%	28 47%	43 40%	29 46%	11 34%	12 46%	7 27%	82 38%	70 45%	114 46%
AGREE STRONGLY	(5) 19-5	77 12%	44 13%	4 8%	16 13%	10 12%	9 20%	3 11%	2 12%	33 10%	7 12%	13 12%	6 10%	3 9%	3 12%	1 4%	22 10%	20 13%	33 13%
AGREE SOMEWHAT	(4) 19-4	203 31%	106 31%	17 35%	31 25%	27 33%	13 30%	12 43%	6 35%	97 31%	21 35%	30 28%	23 37%	8 25%	9 35%	6 23%	60 28%	50 32%	81 33%
NEITHER AGREE NOR DISAGREE	(3) 19-3	44 7%	26 8%	4 8%	9 7%	8 10%	2 5%	2 7%	1 6%	18 6%	2 3%	8 7%	5 8%	2 6%	1 4%	-	17 8%	10 6%	15 6%
DISAGREE SOMEWHAT	(2) 19-2	153 23%	76 22%	14 29%	33 27%	14 17%	11 25%	2 7%	2 12%	77 24%	14 23%	26 24%	18 29%	6 19%	6 23%	7 27%	48 22%	39 25%	54 22%
DISAGREE STRONGLY	(1) 19-1	165 25%	83 24%	10 20%	30 24%	21 26%	8 18%	9 32%	4 24%	82 26%	16 27%	29 27%	10 16%	12 38%	6 23%	9 35%	60 28%	36 23%	57 23%
DON'T KNOW/ N/A	19-9	18 3%	10 3%	-	5 4%	2 2%	1 2%	-	2 12%	8 3%	-	2 2%	1 2%	1 3%	1 4%	3 12%	7 3%	2 1%	6 2%
ANALYZED RESPONDENTS		660 101%	345 101%	49 100%	124 100%	82 100%	44 100%	28 100%	17 101%	315 100%	60 100%	108 100%	63 102%	32 100%	26 101%	26 101%	214 99%	157 100%	246 99%
MEAN		2.80	2.86	2.82	2.75	2.89	3.09	2.93	3.00	2.75	2.82	2.74	2.95	2.48	2.88	2.26	2.69	2.86	2.91
STD DEV		1.422	1.427	1.319	1.421	1.431	1.459	1.486	1.460	1.414	1.443	1.429	1.300	1.456	1.423	1.325	1.417	1.414	1.433
STD ERROR		.0561	.0780	.1885	.1303	.1600	.2226	.2808	.3771	.0807	.1863	.1388	.1651	.2615	.2846	.2764	.0985	.1136	.0925

HOW OFTEN ALCOHOLIC DRINK IS ORDERED AT A RESTAURANT

QUESTION 19

TABLE 86

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
MORE OFTEN (1)	20-1	57	33	11	15	3	3	-	1	24	12	8	3	-	-	1	19	18	17
		8%	9%	20%	11%	3%	6%		4%	7%	19%	7%	4%			3%	8%	11%	6%
LESS OFTEN (-1)	20-2	247	121	14	39	26	19	13	10	126	17	47	27	16	10	9	92	49	88
		34%	31%	25%	29%	29%	38%	41%	43%	36%	27%	42%	39%	44%	27%	28%	37%	29%	32%
ABOUT THE SAME (C)	20-3	433	233	30	82	61	28	19	12	200	34	57	39	20	27	22	135	103	166
		59%	60%	55%	60%	68%	56%	59%	52%	57%	54%	51%	57%	56%	73%	69%	55%	61%	61%
ANALYZED RESPONDENTS		737	387	55	136	90	50	32	23	350	63	112	69	36	37	32	246	170	271
		101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%
MEAN		-.26	-.23	-.05	-.18	-.26	-.32	-.41	-.39	-.29	-.08	-.35	-.35	-.44	-.27	-.25	-.30	-.18	-.26
STD DEV		.5882	.5884	.6719	.6049	.5068	.5810	.4911	.5702	.5862	.6738	.6081	.5601	.4969	.4440	.5000	.6026	.6007	.5646
STD ERROR		.0216	.0299	.0906	.0518	.0534	.0821	.0868	.1188	.0313	.0848	.0574	.0674	.0828	.0730	.0883	.0384	.0460	.0342

WHY ALCOHOLIC BEVERAGES ARE ORDERED MORE OFTEN QUESTION 20

TABLE 87

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
I LIKE THEM MORE	21-1	29 51%	17 52%	4 36%	8 53%	1 33%	3 100%		1 100%	12 50%	3 25%	6 75%	2 67%			1 100%	8 42%	12 67%	6 35%
I AM DRINKING MORE WINE	21-2	1 2%	-	-	-	-	-		-	1 4%	-	-	1 33%			-	-	-	1 6%
I AM NOW OF LEGAL DRINKING AGE	21-4	12 21%	7 21%	7 64%	-	-	-		-	5 21%	5 42%	-	-			-	7 37%	1 6%	4 24%
OTHER	21-5	16 28%	9 27%	-	7 47%	2 67%	-		-	7 29%	4 33%	3 38%	-			-	4 21%	5 28%	7 41%
ANALYZED RESPONDENTS		57 102%	33 100%	11 100%	15 100%	3 100%	3 100%		1 100%	24 104%	12 100%	8 113%	3 100%			1 100%	19 100%	18 101%	17 106%

*TABLE INCLUDES MULTIPLE MENTIONS

WHY ALCOHOLIC BEVERAGES ARE ORDERED LESS OFTEN

QUESTION 21A

TABLE 88

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
HEALTH REASONS	22-1	49 20%	26 21%	4 29%	7 18%	6 23%	2 11%	5 38%	2 20%	23 18%	2 12%	10 21%	5 19%	2 13%	2 20%	2 22%	19 21%	10 20%	15 17%
CONCERNS ABOUT DRINKING AND DRIVING	22-2	42 17%	20 17%	1 7%	11 28%	1 4%	4 21%	1 8%	2 20%	22 17%	3 18%	10 21%	7 26%	1 6%	-	1 11%	19 21%	8 16%	13 15%
COST/DRINKS TOO EXPENSIVE	22-3	30 12%	15 12%	4 29%	4 10%	4 15%	2 11%	-	1 10%	15 12%	1 6%	6 13%	3 11%	3 19%	-	2 22%	12 13%	3 6%	12 14%
CALORIES/WEIGHT CONTROL	22-4	13 5%	4 3%	-	1 3%	1 4%	1 5%	-	1 10%	9 7%	2 12%	4 9%	2 7%	-	1 10%	-	4 4%	6 12%	2 2%
DON'T ENJOY ALCOHOLIC BEVERAGES ANY MORE	22-5	94 38%	47 39%	4 29%	12 31%	12 46%	10 53%	6 46%	3 30%	47 37%	4 24%	15 32%	10 37%	9 56%	7 70%	2 22%	31 34%	17 35%	39 44%
IT DOESN'T AGREE W/ ME	22-6	12 5%	6 5%	-	3 8%	2 8%	-	-	1 10%	6 5%	2 12%	1 2%	1 4%	-	-	2 22%	5 5%	3 6%	4 5%
OTHER	22-8	16 6%	6 5%	1 7%	2 5%	1 4%	-	1 8%	1 10%	10 8%	4 24%	2 4%	3 11%	1 6%	-	-	3 3%	5 10%	7 8%
PERSONAL PREFERENCE/ DON'T DRINK	22-9	7 3%	1 1%	-	-	-	-	1 8%	-	6 5%	1 6%	4 9%	-	-	-	1 11%	4 4%	1 2%	2 2%
ANALYZED RESPONDENTS		247 106%	121 103%	14 101%	39 103%	26 104%	19 101%	13 108%	10 110%	126 109%	17 114%	47 111%	27 115%	16 100%	10 100%	9 110%	92 105%	49 107%	88 107%

*TABLE INCLUDES MULTIPLE MENTIONS

WHY ALCOHOLIC BEVERAGES AREN'T EVER ORDERED

QUESTION 21B

TABLE 89

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
HEALTH REASONS	24-1	84 18%	36 19%	3 7%	4 10%	6 18%	5 28%	8 24%	10 38%	48 18%	5 16%	3 6%	6 15%	8 20%	9 18%	15 26%	42 17%	19 22%	11 16%
CONCERNS ABOUT DRINKING AND DRIVING	24-2	19 4%	12 6%	2 5%	2 5%	3 9%	3 17%	2 6%	-	7 3%	1 3%	2 4%	1 2%	2 5%	1 2%	-	7 3%	5 6%	7 10%
COST/DRINKS TOO EXPENSIVE	24-3	6 1%	2 1%	-	-	2 6%	-	-	-	4 1%	-	-	1 2%	2 5%	-	1 2%	3 1%	1 1%	1 1%
CALORIES/WEIGHT CONTROL	24-4	4 1%	1 1%	-	1 3%	-	-	-	-	3 1%	-	-	1 2%	1 3%	-	1 2%	1 *	2 2%	1 1%
DON'T ENJOY ALCOHOLIC BEVERAGES ANY MORE	24-5	186 40%	69 36%	15 37%	20 51%	10 29%	7 39%	9 27%	8 31%	117 43%	18 58%	21 44%	15 37%	17 43%	23 46%	21 37%	105 42%	26 30%	29 41%
RELIGIOUS REASONS	24-6	54 12%	25 13%	5 12%	7 18%	5 15%	1 6%	5 15%	2 8%	29 11%	3 10%	8 17%	4 10%	3 8%	4 8%	6 11%	30 12%	10 12%	8 11%
JUST NEVER HAVE	24-7	100 22%	36 19%	8 20%	5 13%	7 21%	1 6%	9 27%	6 23%	64 24%	3 10%	12 25%	8 20%	11 28%	15 30%	15 26%	49 20%	23 27%	16 23%
OTHER	24-8	23 5%	14 7%	8 20%	2 5%	1 3%	1 6%	1 3%	1 4%	9 3%	2 6%	2 4%	4 10%	-	-	1 2%	14 6%	4 5%	3 4%
ALCOHOLISM A PROBLEM FOR SELF OR FAMILY	24-9	5 1%	3 2%	2 5%	-	1 3%	-	-	-	2 1%	-	-	2 5%	-	-	-	5 2%	-	-
I DON'T THINK A PERSON SHOULD DRINK	24-0	5 1%	3 2%	-	-	1 3%	-	1 3%	1 4%	2 1%	-	-	-	-	-	2 4%	3 1%	-	2 3%
ANALYZED RESPONDENTS		463 105%	191 106%	41 106%	39 105%	34 107%	18 102%	33 105%	26 108%	272 106%	31 103%	48 100%	41 103%	40 112%	50 104%	57 110%	248 104%	86 105%	70 110%

*TABLE INCLUDES MULTIPLE MENTIONS

LIKELIHOOD OF ORDERING NON-ALCOHOLIC DRINKS AT A RESTAURANT QUESTION 22A

TABLE 90

NON-ALCOHOLIC BEER

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		156	69	22	15	17	5	6	4	87	21	21	21	8	6	9	64	42	38
		13%	12%	23%	9%	14%	7%	9%	8%	14%	22%	13%	19%	11%	7%	10%	13%	16%	11%
VERY LIKELY	(5) 26-1	48	20	7	5	2	1	4	1	28	9	7	7	1	1	2	20	12	11
		4%	3%	7%	3%	2%	1%	6%	2%	5%	10%	4%	6%	1%	1%	2%	4%	5%	3%
SOMEWHAT LIKELY	(4) 26-2	108	49	15	10	15	4	2	3	59	12	14	14	7	5	7	44	30	27
		9%	8%	16%	6%	12%	6%	3%	6%	9%	13%	9%	13%	9%	6%	8%	9%	12%	8%
SOMEWHAT UNLIKELY	(3) 26-3	99	48	11	12	11	7	3	4	51	6	19	13	5	5	2	39	22	37
		8%	8%	11%	7%	9%	10%	5%	8%	8%	6%	12%	12%	7%	6%	2%	8%	9%	11%
VERY UNLIKELY	(2) 26-4	265	136	18	43	30	15	17	12	129	29	31	20	15	15	18	112	63	64
		22%	24%	19%	25%	24%	22%	26%	24%	21%	31%	19%	18%	20%	17%	20%	23%	25%	19%
NEVER	(1) 26-5	668	321	45	104	63	41	39	29	347	37	89	54	48	60	56	274	127	198
		56%	56%	47%	59%	51%	60%	60%	59%	56%	39%	56%	49%	63%	69%	63%	55%	50%	58%
DON'T KNOW	26-6	12	4	-	1	3	-	-	-	8	1	-	2	-	1	4	5	2	4
		1%	1%		1%	2%				1%	1%		2%		1%	4%	1%	1%	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	102%	100%
MEAN		1.82	1.80	2.18	1.67	1.87	1.66	1.69	1.67	1.85	2.22	1.87	2.07	1.66	1.51	1.60	1.82	1.96	1.78
STD DEV		1.158	1.121	1.353	1.023	1.112	.9793	1.108	.9977	1.191	1.342	1.183	1.310	1.033	.9244	1.031	1.156	1.217	1.123
STD ERROR		.0336	.0468	.1381	.0776	.1011	.1187	.1374	.1425	.0480	.1392	.0935	.1260	.1184	.0996	.1118	.0522	.0764	.0612

JOB NUMBER 681901 CARD NUMBER 02

LIKELIHOOD OF ORDERING NON-ALCOHOLIC DRINKS AT A RESTAURANT

QUESTION 22B

TABLE 91

NON-ALCOHOLIC WINE

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		198	72	19	16	21	6	4	6	126	24	33	29	15	15	8	72	50	60
		17%	12%	20%	9%	17%	9%	6%	12%	20%	26%	21%	26%	20%	17%	9%	15%	20%	18%
VERY LIKELY	(5) 27-1	57	13	3	4	2	2	1	1	44	9	15	10	5	3	2	23	14	16
		5%	2%	3%	2%	2%	3%	2%	2%	7%	10%	9%	9%	7%	3%	2%	5%	5%	5%
SOMEWHAT LIKELY	(4) 27-2	141	59	16	12	19	4	3	5	82	15	18	19	10	12	6	49	36	44
		12%	10%	17%	7%	15%	6%	5%	10%	13%	16%	11%	17%	13%	14%	7%	10%	14%	13%
SOMEWHAT UNLIKELY	(3) 27-3	95	44	9	16	9	6	2	2	51	11	16	10	4	4	6	38	21	36
		8%	8%	9%	9%	7%	9%	3%	4%	8%	12%	10%	9%	5%	5%	7%	8%	8%	11%
VERY UNLIKELY	(2) 27-4	248	139	26	38	27	17	21	9	109	23	29	20	9	11	17	106	63	55
		21%	24%	27%	22%	22%	25%	32%	18%	18%	24%	18%	18%	12%	13%	19%	21%	25%	16%
NEVER	(1) 27-5	642	317	42	103	65	39	36	32	325	36	81	47	45	57	55	269	121	186
		54%	55%	44%	59%	52%	57%	55%	65%	52%	38%	51%	43%	59%	66%	62%	54%	47%	55%
DON'T KNOW	27-6	17	6	-	2	2	-	2	-	11	-	1	4	3	-	3	9	1	4
		1%	1%		1%	2%		3%		2%		1%	4%	4%		3%	2%	*	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%	101%
MEAN		1.92	1.80	2.08	1.71	1.90	1.72	1.60	1.65	2.04	2.34	2.10	2.29	1.92	1.77	1.64	1.87	2.05	1.96
STD DEV		1.235	1.098	1.213	1.042	1.169	1.041	.8826	1.079	1.341	1.372	1.379	1.420	1.352	1.228	1.033	1.202	1.269	1.267
STD ERROR		.0359	.0459	.1238	.0792	.1058	.1262	.1112	.1542	.0542	.1415	.1093	.1379	.1582	.1317	.1114	.0546	.0795	.0690

LIKELIHOOD OF ORDERING NON-ALCOHOLIC DRINKS AT A RESTAURANT QUESTION 22C

TABLE 92

NON-ALCOHOLIC
COCKTAILS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		262	87	26	25	21	6	5	4	175	43	46	33	23	15	12	105	63	76
		22%	15%	27%	14%	17%	9%	8%	8%	28%	46%	29%	30%	30%	17%	13%	21%	25%	22%
VERY LIKELY	(5) 28-1	91	29	10	8	6	2	1	2	62	15	15	11	9	7	5	37	20	29
		8%	5%	10%	5%	5%	3%	2%	4%	10%	16%	9%	10%	12%	8%	6%	7%	8%	9%
SOMEWHAT LIKELY	(4) 28-2	171	58	16	17	15	4	4	2	113	28	31	22	14	8	7	68	43	47
		14%	10%	17%	10%	12%	6%	6%	4%	18%	30%	19%	20%	18%	9%	8%	14%	17%	14%
SOMEWHAT UNLIKELY	(3) 28-3	89	43	7	17	9	7	1	2	46	10	14	12	2	3	5	36	24	27
		7%	7%	7%	10%	7%	10%	2%	4%	7%	11%	9%	11%	3%	3%	6%	7%	9%	8%
VERY UNLIKELY	(2) 28-4	237	136	22	38	26	18	19	12	101	18	26	19	10	14	13	93	60	59
		20%	24%	23%	22%	21%	26%	29%	24%	16%	19%	16%	17%	13%	16%	15%	19%	23%	17%
NEVER	(1) 28-5	603	307	41	94	67	36	39	30	296	23	73	44	41	55	58	256	109	176
		50%	53%	43%	54%	54%	53%	60%	61%	48%	24%	46%	40%	54%	63%	65%	52%	43%	52%
DON'T KNOW	28-6	9	5	-	1	1	1	1	1	4	-	1	2	-	-	1	4	-	3
		1%	1%		1%	1%	1%	2%	2%	1%		1%	2%			1%	1%		1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	102%	100%	99%	101%	99%	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%
MEAN		2.08	1.89	2.29	1.89	1.92	1.78	1.58	1.63	2.26	2.94	2.30	2.42	2.21	1.83	1.73	2.06	2.24	2.09
STD DEV		1.354	1.208	1.420	1.196	1.240	1.048	.9152	1.033	1.455	1.449	1.443	1.440	1.524	1.314	1.212	1.351	1.355	1.385
STD ERROR		.0392	.0504	.1450	.0906	.1118	.1280	.1144	.1491	.0585	.1495	.1145	.1386	.1748	.1409	.1292	.0610	.0847	.0753

JOB NUMBER 681901 CARD NUMBER 02

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23A

TABLE 93

FEEL NON-ALCOHOLIC BEV
SHLD BE LESS EXPENSIVE

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		995	480	83	155	105	52	49	35	515	83	144	99	58	63	63	403	217	290
		83%	83%	86%	89%	85%	76%	75%	71%	83%	88%	90%	90%	76%	72%	71%	82%	85%	85%
AGREE STRONGLY	(5) 29-5	850	402	73	129	87	40	42	30	448	73	120	91	54	53	52	344	181	251
		71%	70%	76%	74%	70%	59%	65%	61%	72%	78%	75%	83%	71%	61%	58%	70%	71%	74%
AGREE SOMEWHAT	(4) 29-4	145	78	10	26	18	12	7	5	67	10	24	8	4	10	11	59	36	39
		12%	13%	10%	15%	15%	18%	11%	10%	11%	11%	15%	7%	5%	11%	12%	12%	14%	11%
NEITHER AGREE NOR DISAGREE	(3) 29-3	82	48	6	13	11	4	7	7	34	1	8	5	7	7	6	33	16	29
		7%	8%	6%	7%	9%	6%	11%	14%	5%	1%	5%	5%	9%	8%	7%	7%	6%	9%
DISAGREE SOMEWHAT	(2) 29-2	27	12	2	4	1	2	2	1	15	3	2	2	2	4	1	13	7	7
		2%	2%	2%	2%	1%	3%	3%	2%	2%	3%	1%	2%	3%	5%	1%	3%	3%	2%
DISAGREE STRONGLY	(1) 29-1	46	23	5	2	4	4	4	4	23	6	3	3	3	3	5	20	13	10
		4%	4%	5%	1%	3%	6%	6%	8%	4%	6%	2%	3%	4%	3%	6%	4%	5%	3%
DON'T KNOW/ N/A	29-9	50	15	-	1	3	6	3	2	35	1	3	1	6	10	14	25	3	5
		4%	3%		1%	2%	9%	5%	4%	6%	1%	2%	1%	8%	11%	16%	5%	1%	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	99%	100%	100%	101%	101%	99%	100%	100%	100%	101%	100%	99%	100%	101%	100%	100%
MEAN		4.50	4.46	4.50	4.59	4.51	4.32	4.31	4.19	4.54	4.52	4.63	4.67	4.49	4.38	4.39	4.48	4.44	4.53
STD DEV		1.006	1.018	1.060	.8172	.9369	1.146	1.185	1.265	.9939	1.113	.8003	.8679	1.065	1.093	1.130	1.033	1.075	.9507
STD ERROR		.0296	.0429	.1082	.0619	.0851	.1456	.1505	.1846	.0410	.1154	.0638	.0831	.1273	.1246	.1304	.0477	.0675	.0518

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23B

TABLE 94

YOU PREFER SWEET TASTING BEVERAGES

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		590 49%	251 43%	58 60%	83 47%	51 41%	27 40%	20 31%	12 24%	339 55%	66 70%	94 59%	55 50%	43 57%	36 41%	43 48%	259 52%	123 48%	152 45%
AGREE STRONGLY (5)	30-5	343 29%	135 23%	34 35%	44 25%	24 19%	13 19%	13 20%	7 14%	208 33%	44 47%	64 40%	33 30%	28 37%	20 23%	19 21%	150 30%	66 26%	96 28%
AGREE SOMEWHAT (4)	30-4	247 21%	116 20%	24 25%	39 22%	27 22%	14 21%	7 11%	5 10%	131 21%	22 23%	30 19%	22 20%	15 20%	16 18%	24 27%	109 22%	57 22%	56 16%
NEITHER AGREE NOR DISAGREE (3)	30-3	64 5%	34 6%	2 2%	15 9%	7 6%	3 4%	5 8%	2 4%	30 5%	4 4%	10 6%	3 3%	1 1%	5 6%	7 8%	27 5%	17 7%	13 4%
DISAGREE SOMEWHAT (2)	30-2	190 16%	94 16%	13 14%	31 18%	27 22%	6 9%	8 12%	9 18%	96 15%	13 14%	19 12%	20 18%	13 17%	17 20%	14 16%	76 15%	42 16%	52 15%
DISAGREE STRONGLY (1)	30-1	347 29%	196 34%	23 24%	45 26%	38 31%	31 46%	32 49%	26 53%	151 24%	11 12%	37 23%	32 29%	17 22%	27 31%	23 26%	129 26%	74 29%	121 35%
DON'T KNOW/ N/A	30-9	9 1%	3 1%	-	1 1%	1 1%	1 1%	-	-	6 1%	-	-	-	2 3%	2 2%	2 2%	3 1%	-	3 1%
ANALYZED RESPONDENTS		1200 101%	578 100%	96 100%	175 101%	124 101%	68 100%	65 100%	49 99%	622 99%	94 100%	160 100%	110 100%	76 100%	87 100%	89 100%	494 99%	256 100%	341 99%
MEAN		3.04	2.83	3.34	3.03	2.77	2.58	2.40	2.14	3.24	3.80	3.41	3.04	3.32	2.82	3.02	3.15	3.00	2.86
STD DEV		1.637	1.624	1.625	1.564	1.550	1.658	1.624	1.498	1.625	1.440	1.632	1.656	1.644	1.602	1.538	1.620	1.604	1.693
STD ERROR		.0474	.0677	.1659	.1185	.1397	.2026	.2015	.2140	.0654	.1486	.1290	.1579	.1912	.1738	.1649	.0731	.1002	.0921

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23C

TABLE 95

YOU LOOK FOR LOW-CAL BEVERAGES WHEN EAT OUT

		AGE																INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		440	170	25	43	35	24	25	18	270	35	69	51	37	41	34	174	96	121
		37%	29%	26%	25%	28%	35%	38%	37%	43%	37%	43%	46%	49%	47%	38%	35%	38%	35%
AGREE STRONGLY	(5) 31-5	249	85	11	21	16	11	15	11	164	17	42	33	24	26	20	103	48	68
		21%	15%	11%	12%	13%	16%	23%	22%	26%	18%	26%	30%	32%	30%	22%	21%	19%	20%
AGREE SOMEWHAT	(4) 31-4	191	85	14	22	19	13	10	7	106	18	27	18	13	15	14	71	48	53
		16%	15%	15%	13%	15%	19%	15%	14%	17%	19%	17%	16%	17%	17%	16%	14%	19%	16%
NEITHER AGREE NOR DISAGREE	(3) 31-3	73	34	6	14	6	4	3	1	39	4	12	6	3	5	9	30	11	26
		6%	6%	6%	8%	5%	6%	5%	2%	6%	4%	8%	5%	4%	6%	10%	6%	4%	8%
DISAGREE SOMEWHAT	(2) 31-2	238	120	17	52	27	9	11	4	118	19	26	28	15	11	17	103	46	71
		20%	21%	18%	30%	22%	13%	17%	8%	19%	20%	16%	25%	20%	13%	19%	21%	18%	21%
DISAGREE STRONGLY	(1) 31-1	444	252	48	65	56	30	26	26	192	36	53	25	20	30	27	184	102	122
		37%	44%	50%	37%	45%	44%	40%	53%	31%	38%	33%	23%	26%	34%	30%	37%	40%	36%
DON'T KNOW/ N/A	31-9	5	2	-	1	-	1	-	-	3	-	-	-	1	-	2	3	1	1
		*	*		1%		1%			*				1%		2%	1%	*	*
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	101%	100%	101%	100%	99%	100%	99%	99%	99%	100%	99%	100%	100%	99%	100%	100%	101%
MEAN		2.63	2.36	2.20	2.32	2.29	2.49	2.65	2.45	2.89	2.59	2.87	3.05	3.08	2.95	2.80	2.60	2.58	2.63
STD DEV		1.595	1.511	1.462	1.393	1.479	1.587	1.649	1.715	1.627	1.573	1.639	1.588	1.647	1.694	1.574	1.592	1.596	1.569
STD ERROR		.0461	.0629	.1492	.1056	.1328	.1938	.2045	.2450	.0654	.1623	.1296	.1514	.1902	.1816	.1688	.0718	.0999	.0851

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 23D

TABLE 96

YOU AVOID BEVERAGES W/
ARTIFICIAL SWEETENERS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		537	259	37	79	52	37	32	21	278	33	59	58	43	40	41	218	113	153
		45%	45%	39%	45%	42%	54%	49%	43%	45%	35%	37%	53%	57%	46%	46%	44%	44%	45%
AGREE STRONGLY	(5) 32-5	341	158	19	45	35	26	16	16	183	16	38	37	29	30	31	136	69	102
		28%	27%	20%	26%	28%	38%	25%	33%	29%	17%	24%	34%	38%	34%	35%	28%	27%	30%
AGREE SOMEWHAT	(4) 32-4	196	101	18	34	17	11	16	5	95	17	21	21	14	10	10	82	44	51
		16%	17%	19%	19%	14%	16%	25%	10%	15%	18%	13%	19%	18%	11%	11%	17%	17%	15%
NEITHER AGREE NOR DISAGREE	(3) 32-3	94	51	10	20	11	4	4	2	43	6	11	7	4	9	5	40	18	27
		8%	9%	10%	11%	9%	6%	6%	4%	7%	6%	7%	6%	5%	10%	6%	8%	7%	8%
DISAGREE SOMEWHAT	(2) 32-2	228	121	19	36	34	14	9	9	107	19	35	15	7	11	20	103	46	61
		19%	21%	20%	21%	27%	21%	14%	18%	17%	20%	22%	14%	9%	13%	22%	21%	18%	18%
DISAGREE STRONGLY	(1) 32-1	330	140	28	39	27	11	19	16	190	35	55	29	22	26	22	130	75	97
		28%	24%	29%	22%	22%	16%	29%	33%	31%	37%	34%	26%	29%	30%	25%	26%	29%	28%
DON'T KNOW/ N/A	32-9	11	7	2	1	-	2	1	1	4	1	-	1	-	1	1	3	4	3
		1%	1%	2%	1%		3%	2%	2%	1%	1%		1%		1%	1%	1%	2%	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	99%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%	99%	100%	101%	100%	100%
MEAN		2.99	3.03	2.80	3.06	2.99	3.41	3.02	2.92	2.96	2.57	2.70	3.20	3.28	3.08	3.09	2.98	2.94	3.00
STD DEV		1.616	1.573	1.533	1.526	1.552	1.566	1.605	1.717	1.655	1.547	1.607	1.646	1.698	1.685	1.655	1.594	1.624	1.639
STD ERROR		.0468	.0658	.1582	.1157	.1394	.1928	.2006	.2479	.0665	.1604	.1271	.1577	.1948	.1817	.1765	.0719	.1023	.0891

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 23E

TABLE 97

WISH THAT RESTAURANTS
OFFERED LO-SODIUM BEV.

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		568	247	40	67	52	33	33	22	321	42	72	59	46	49	49	229	129	150
		47%	43%	42%	38%	42%	49%	51%	45%	52%	45%	45%	54%	61%	56%	55%	46%	50%	44%
AGREE STRONGLY	(5) 33-5	317	133	18	37	27	21	17	13	184	22	36	28	29	34	32	124	72	88
		26%	23%	19%	21%	22%	31%	26%	27%	30%	23%	23%	25%	38%	39%	36%	25%	28%	26%
AGREE SOMEWHAT	(4) 33-4	251	114	22	30	25	12	16	9	137	20	36	31	17	15	17	105	57	62
		21%	20%	23%	17%	20%	18%	25%	18%	22%	21%	23%	28%	22%	17%	19%	21%	22%	18%
NEITHER AGREE NOR	33-3	284	153	22	53	40	11	13	13	131	23	44	20	11	15	17	116	54	96
DISAGREE	(3)	24%	26%	23%	30%	32%	16%	20%	27%	21%	24%	28%	18%	14%	17%	19%	23%	21%	28%
DISAGREE SOMEWHAT	(2) 33-2	153	77	15	24	14	13	6	5	76	17	27	13	5	9	5	62	31	44
		13%	13%	16%	14%	11%	19%	9%	10%	12%	18%	17%	12%	7%	10%	6%	13%	12%	13%
DISAGREE STRONGLY	(1) 33-1	164	85	18	28	13	6	11	9	79	11	17	16	11	10	13	72	36	45
		14%	15%	19%	16%	10%	9%	17%	18%	13%	12%	11%	15%	14%	11%	15%	15%	14%	13%
DON'T KNOW/ N/A	33-9	31	16	1	3	5	5	2	-	15	1	-	2	3	4	5	15	6	6
		3%	3%	1%	2%	4%	7%	3%		2%	1%		2%	4%	5%	6%	3%	2%	2%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	101%	100%	99%	100%	100%	100%	100%	99%	102%	100%	99%	99%	101%	100%	99%	100%
MEAN		3.35	3.24	3.07	3.14	3.33	3.46	3.35	3.24	3.45	3.27	3.29	3.39	3.66	3.65	3.60	3.31	3.39	3.31
STD DEV		1.368	1.354	1.378	1.343	1.250	1.378	1.415	1.421	1.372	1.320	1.277	1.373	1.435	1.409	1.431	1.375	1.387	1.344
STD ERROR		.0400	.0571	.1414	.1024	.1146	.1736	.1783	.2031	.0557	.1369	.1010	.1321	.1680	.1546	.1562	.0628	.0877	.0734

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 23F

TABLE 98

DRINKING MORE WATER AT RESTAURANTS THAN B4

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		681	312	58	98	70	31	31	23	369	63	95	66	40	51	52	274	155	195
		57%	54%	60%	56%	56%	46%	48%	47%	59%	67%	59%	60%	53%	59%	58%	55%	61%	57%
AGREE STRONGLY	(5) 34-5	503	210	35	60	53	23	23	15	293	46	73	55	35	42	40	204	109	147
		42%	36%	36%	34%	43%	34%	35%	31%	47%	49%	46%	50%	46%	48%	45%	41%	43%	43%
AGREE SOMEWHAT	(4) 34-4	178	102	23	38	17	8	8	8	76	17	22	11	5	9	12	70	46	48
		15%	18%	24%	22%	14%	12%	12%	16%	12%	18%	14%	10%	7%	10%	13%	14%	18%	14%
NEITHER AGREE NOR DISAGREE	(3) 34-3	97	56	6	15	15	8	7	5	41	3	12	11	5	3	6	25	27	39
		8%	10%	6%	9%	12%	12%	11%	10%	7%	3%	8%	10%	7%	3%	7%	5%	11%	11%
DISAGREE SOMEWHAT	(2) 34-2	176	93	10	31	21	16	10	5	83	13	17	12	16	14	11	80	31	50
		15%	16%	10%	18%	17%	24%	15%	10%	13%	14%	11%	11%	21%	16%	12%	16%	12%	15%
DISAGREE STRONGLY	(1) 34-1	235	110	19	30	18	12	17	14	125	15	36	21	14	18	19	110	41	56
		20%	19%	20%	17%	15%	18%	26%	29%	20%	16%	23%	19%	18%	21%	21%	22%	16%	16%
DON'T KNOW/ N/A	34-9	11	7	3	1	-	1	-	2	4	-	-	-	1	1	1	5	2	1
		1%	1%	3%	1%		1%		4%	1%				1%	1%	1%	1%	1%	*
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	99%	101%	101%	101%	99%	100%	100%	100%	102%	100%	100%	99%	99%	99%	101%	99%
MEAN		3.45	3.37	3.48	3.39	3.53	3.21	3.15	3.11	3.53	3.70	3.49	3.61	3.41	3.50	3.49	3.36	3.59	3.53
STD DEV		1.604	1.564	1.563	1.522	1.521	1.550	1.647	1.653	1.636	1.556	1.650	1.612	1.649	1.675	1.644	1.656	1.520	1.547
STD ERROR		.0465	.0654	.1620	.1154	.1365	.1894	.2043	.2411	.0658	.1605	.1305	.1537	.1905	.1807	.1753	.0748	.0954	.0839

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23G

TABLE 99

APPRECIATE RESTAURANTS
W/ BEVERAGES/PITCHER

			AGE															INCOME	
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		634	307	71	103	70	27	22	14	327	65	88	64	42	34	33	282	144	158
		53%	53%	74%	59%	56%	40%	34%	29%	53%	69%	55%	58%	55%	39%	37%	57%	56%	46%
AGREE STRONGLY	(5) 35-5	350	168	40	56	37	15	14	6	182	34	50	32	24	20	21	168	75	78
		29%	29%	42%	32%	30%	22%	22%	12%	29%	36%	31%	29%	32%	23%	24%	34%	29%	23%
AGREE SOMEWHAT	(4) 35-4	284	139	31	47	33	12	8	8	145	31	38	32	18	14	12	114	69	80
		24%	24%	32%	27%	27%	18%	12%	16%	23%	33%	24%	29%	24%	16%	13%	23%	27%	23%
NEITHER AGREE NOR DISAGREE	(3) 35-3	177	77	9	31	18	6	7	6	100	13	30	23	11	9	13	62	42	64
		15%	13%	9%	18%	15%	9%	11%	12%	16%	14%	19%	21%	14%	10%	15%	13%	16%	19%
DISAGREE SOMEWHAT	(2) 35-2	176	89	7	24	15	18	12	13	87	9	25	10	11	17	14	66	31	63
		15%	15%	7%	14%	12%	26%	18%	27%	14%	10%	16%	9%	14%	20%	16%	13%	12%	18%
DISAGREE STRONGLY	(1) 35-1	202	99	9	15	19	17	24	14	103	7	16	13	12	27	25	79	37	55
		17%	17%	9%	9%	15%	25%	37%	29%	17%	7%	10%	12%	16%	31%	28%	16%	14%	16%
DON'T KNOW/ N/A	35-9	11	6	-	2	2	-	-	2	5	-	1	-	-	-	4	5	2	1
		1%	1%		1%	2%			4%	1%		1%				4%	1%	1%	*
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	99%	99%	101%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	99%
MEAN		3.34	3.33	3.90	3.61	3.44	2.85	2.63	2.55	3.35	3.81	3.51	3.55	3.41	2.80	2.88	3.46	3.45	3.19
STD DEV		1.458	1.468	1.278	1.297	1.426	1.517	1.584	1.396	1.449	1.231	1.340	1.311	1.452	1.574	1.567	1.474	1.398	1.396
STD ERROR		.0423	.0614	.1305	.0986	.1291	.1839	.1965	.2036	.0583	.1270	.1063	.1250	.1666	.1688	.1700	.0666	.0877	.0757

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL   QUESTION 23H

TABLE 100

ORD[illegible] DRINKS/PITCHER
WHEN [illegible]TH CHILDREN

		AGE																INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		627	303	68	98	72	31	21	12	324	64	87	70	41	36	24	285	142	159
		52%	52%	71%	56%	58%	46%	32%	24%	52%	68%	54%	64%	54%	41%	27%	58%	55%	47%
AGREE STRONGLY	(5) 36-5	420	189	44	64	44	14	13	9	231	46	65	53	29	24	12	194	96	106
		35%	33%	46%	37%	35%	21%	20%	18%	37%	49%	41%	48%	38%	28%	13%	39%	38%	31%
AGREE SOMEWHAT	(4) 36-4	207	114	24	34	28	17	8	3	93	18	22	17	12	12	12	91	46	53
		17%	20%	25%	19%	23%	25%	12%	6%	15%	19%	14%	15%	16%	14%	13%	18%	18%	16%
NEITHER AGREE NOR DISAGREE	(3) 36-3	92	51	3	22	8	6	7	5	41	9	13	5	5	2	6	23	26	33
		8%	9%	3%	13%	6%	9%	11%	10%	7%	10%	8%	5%	7%	2%	7%	5%	10%	10%
DISAGREE SOMEWHAT	(2) 36-2	157	93	10	30	23	8	9	13	64	6	16	16	4	13	8	62	34	51
		13%	16%	10%	17%	19%	12%	14%	27%	10%	6%	10%	15%	5%	15%	9%	13%	13%	15%
DISAGREE STRONGLY	(1) 36-1	281	118	14	20	21	20	26	17	163	14	37	18	20	31	41	110	50	86
		23%	20%	15%	11%	17%	29%	40%	35%	26%	15%	23%	16%	26%	36%	46%	22%	20%	25%
DON'T KNOW/ N/A	36-9	43	13	1	5	-	3	2	2	30	1	7	1	6	5	10	14	4	12
		4%	2%	1%	3%		4%	3%	4%	5%	1%	4%	1%	8%	6%	11%	3%	2%	4%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	101%	101%
MEAN		3.28	3.29	3.78	3.54	3.41	2.95	2.57	2.45	3.28	3.82	3.41	3.65	3.37	2.82	2.32	3.41	3.41	3.13
STD DEV		1.630	1.567	1.480	1.435	1.529	1.573	1.600	1.499	1.688	1.473	1.658	1.576	1.700	1.718	1.571	1.638	1.569	1.623
STD ERROR		.0479	.0659	.1519	.1100	.1373	.1951	.2016	.2186	.0693	.1527	.1340	.1509	.2032	.1898	.1768	.0747	.0988	.0894

JOB NUMBER 681901 CARD NUMBER 02

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23I

TABLE 101

RESTAURANTS OFFER
ENOUGH BEV. OF DIF SZS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		945 79%	457 79%	73 76%	139 79%	101 81%	59 87%	50 77%	35 71%	488 78%	78 83%	122 76%	83 75%	61 80%	71 82%	70 79%	398 81%	195 76%	268 79%
AGREE STRONGLY	(5) 37-5	571 48%	254 44%	42 44%	75 43%	58 47%	31 46%	27 42%	21 43%	317 51%	48 51%	77 48%	53 48%	43 57%	44 51%	49 55%	250 51%	113 44%	158 46%
AGREE SOMEWHAT	(4) 37-4	374 31%	203 35%	31 32%	64 37%	43 35%	28 41%	23 35%	14 29%	171 27%	30 32%	45 28%	30 27%	18 24%	27 31%	21 24%	148 30%	82 32%	110 32%
NEITHER AGREE NOR DISAGREE	(3) 37-3	63 5%	33 6%	3 3%	9 5%	8 6%	1 1%	5 8%	6 12%	30 5%	4 4%	3 2%	9 8%	2 3%	5 6%	5 6%	20 4%	14 5%	22 6%
DISAGREE SOMEWHAT	(2) 37-2	86 7%	44 8%	8 8%	14 8%	9 7%	4 6%	5 8%	4 8%	42 7%	6 6%	17 11%	8 7%	2 3%	4 5%	5 6%	36 7%	22 9%	22 6%
DISAGREE STRONGLY	(1) 37-1	93 8%	41 7%	11 11%	12 7%	5 4%	4 6%	5 8%	4 8%	52 8%	6 6%	18 11%	9 8%	8 11%	5 6%	5 6%	35 7%	23 9%	28 8%
DON'T KNOW/ N/A	37-9	13 1%	3 1%	1 1%	1 1%	1 1%	-	-	-	10 2%	-	-	1 1%	3 4%	2 2%	4 4%	5 1%	2 1%	1 *
ANALYZED RESPONDENTS		1200 100%	578 101%	96 99%	175 101%	124 100%	68 100%	65 101%	49 100%	622 100%	94 99%	160 100%	110 99%	76 102%	87 101%	89 101%	494 100%	256 100%	341 98%
MEAN		4.05	4.02	3.89	4.01	4.14	4.15	3.95	3.90	4.08	4.15	3.91	4.01	4.18	4.19	4.22	4.11	3.94	4.02
STD DEV		1.235	1.202	1.357	1.193	1.084	1.101	1.220	1.265	1.265	1.166	1.389	1.267	1.296	1.121	1.161	1.216	1.287	1.236
STD ERROR		.0358	.0501	.1392	.0905	.0977	.1335	.1514	.1808	.0511	.1203	.1098	.1213	.1517	.1216	.1260	.0549	.0808	.0670

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23J

TABLE 102

LIKE BOTTLED WATER AT RESTAURANTS IF AVAIL

			AGE															INCOME		
			MALES							FEMALES										
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		283	129	25	40	26	21	11	6	154	23	41	25	22	24	17	117	70	80
		24%	22%	26%	23%	21%	31%	17%	12%	25%	24%	26%	23%	29%	28%	19%	24%	27%	23%
AGREE STRONGLY (5)	38-5	158	63	14	19	10	7	10	3	95	13	26	14	10	19	11	67	33	49
		13%	11%	15%	11%	8%	10%	15%	6%	15%	14%	16%	13%	13%	22%	12%	14%	13%	14%
AGREE SOMEWHAT (4)	38-4	125	66	11	21	16	14	1	3	59	10	15	11	12	5	6	50	37	31
		10%	11%	11%	12%	13%	21%	2%	6%	9%	11%	9%	10%	16%	6%	7%	10%	14%	9%
NEITHER AGREE NOR DISAGREE (3)	38-3	98	44	7	13	13	4	4	3	54	4	14	14	6	4	12	39	18	33
		8%	8%	7%	7%	10%	6%	6%	6%	9%	4%	9%	13%	8%	5%	13%	8%	7%	10%
DISAGREE SOMEWHAT (2)	38-2	248	130	19	42	32	17	11	9	118	19	25	20	11	22	20	98	54	74
		21%	22%	20%	24%	26%	25%	17%	18%	19%	20%	16%	18%	14%	25%	22%	20%	21%	22%
DISAGREE STRONGLY (1)	38-1	541	260	45	74	52	24	38	26	281	47	76	50	36	35	34	229	108	147
		45%	45%	47%	42%	42%	35%	58%	53%	45%	50%	48%	45%	47%	40%	38%	46%	42%	43%
DON'T KNOW/ N/A	38-9	30	15	-	6	1	2	1	5	15	1	4	1	1	2	6	11	6	7
		3%	3%		3%	1%	3%	2%	10%	2%	1%	3%	1%	1%	2%	7%	2%	2%	2%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	100%	100%	99%	100%	100%	100%	99%	99%	100%	101%	100%	99%	100%	99%	100%	99%	100%
MEAN		2.24	2.19	2.27	2.22	2.19	2.44	1.97	1.82	2.29	2.17	2.29	2.26	2.32	2.42	2.28	2.23	2.33	2.28
STD DEV		1.459	1.407	1.496	1.404	1.321	1.426	1.457	1.229	1.505	1.485	1.540	1.442	1.515	1.589	1.399	1.471	1.474	1.466
STD ERROR		.0426	.0593	.1527	.1080	.1191	.1755	.1821	.1853	.0610	.1540	.1233	.1381	.1750	.1724	.1536	.0669	.0932	.0802

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23K

TABLE 103

ORDER SPECIAL
SEASON/HOLIDAY DRINKS

				AGE																INCOME		
				MALES							FEMALES										
			TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)			484	242	60	71	47	25	22	17	242	54	61	44	26	28	27	195	114	136
			40%	42%	63%	41%	38%	37%	34%	35%	39%	57%	38%	40%	34%	32%	30%	39%	45%	40%
AGREE STRONGLY	(5)	39-5	173	83	25	24	12	8	8	6	90	21	22	14	12	10	10	76	39	46
			14%	14%	26%	14%	10%	12%	12%	12%	14%	22%	14%	13%	16%	11%	11%	15%	15%	13%
AGREE SOMEWHAT	(4)	39-4	311	159	35	47	35	17	14	11	152	33	39	30	14	18	17	119	75	90
			26%	28%	36%	27%	28%	25%	22%	22%	24%	35%	24%	27%	18%	21%	19%	24%	29%	26%
NEITHER AGREE NOR		39-3	60	27	5	11	2	-	5	4	33	3	11	5	4	3	6	24	15	18
DISAGREE	(3)		5%	5%	5%	6%	2%		8%	8%	5%	3%	7%	5%	5%	3%	7%	5%	6%	5%
DISAGREE SOMEWHAT	(2)	39-2	261	136	16	45	36	21	11	7	125	16	40	21	16	17	15	105	53	81
			22%	24%	17%	26%	29%	31%	17%	14%	20%	17%	25%	19%	21%	20%	17%	21%	21%	24%
DISAGREE STRONGLY	(1)	39-1	379	165	14	47	36	20	27	20	214	20	47	40	29	36	40	165	70	104
			32%	29%	15%	27%	29%	29%	42%	41%	34%	21%	29%	36%	38%	41%	45%	33%	27%	30%
DON'T KNOW/ N/A		39-9	16	8	1	1	3	2	-	1	8	1	1	-	1	3	1	5	4	2
			1%	1%	1%	1%	2%	3%		2%	1%	1%	1%		1%	3%	1%	1%	2%	1%
ANALYZED RESPONDENTS			1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
			100%	101%	100%	101%	100%	100%	101%	99%	98%	99%	100%	100%	99%	99%	100%	99%	100%	99%
MEAN			2.69	2.75	3.43	2.75	2.60	2.58	2.46	2.50	2.64	3.20	2.68	2.61	2.52	2.39	2.34	2.66	2.84	2.68
STD DEV			1.501	1.482	1.411	1.448	1.417	1.446	1.499	1.513	1.517	1.499	1.459	1.508	1.535	1.496	1.483	1.522	1.487	1.474
STD ERROR			.0436	.0620	.1448	.1097	.1288	.1780	.1859	.2185	.0612	.1554	.1157	.1437	.1772	.1632	.1581	.0688	.0937	.0800

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 23L

TABLE 104

NEARLY ALWAYS DRINK SAME BEV. AT REST

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		868 72%	394 68%	57 59%	105 60%	91 73%	53 78%	46 71%	42 86%	474 76%	70 74%	115 72%	81 74%	58 76%	69 79%	76 85%	365 74%	193 75%	220 65%
AGREE STRONGLY (5)	40-5	555 46%	234 40%	34 35%	55 31%	49 40%	33 49%	35 54%	28 57%	321 52%	42 45%	73 46%	54 49%	45 59%	48 55%	54 61%	225 46%	126 49%	138 40%
AGREE SOMEWHAT (4)	40-4	313 26%	160 28%	23 24%	50 29%	42 34%	20 29%	11 17%	14 29%	153 25%	28 30%	42 26%	27 25%	13 17%	21 24%	22 25%	140 28%	67 26%	82 24%
NEITHER AGREE NOR DISAGREE (3)	40-3	30 3%	16 3%	3 3%	7 4%	6 5%	-	-	-	14 2%	2 2%	5 3%	4 4%	1 1%	-	2 2%	12 2%	9 4%	7 2%
DISAGREE SOMEWHAT (2)	40-2	180 15%	106 18%	19 20%	39 22%	18 15%	10 15%	14 22%	5 10%	74 12%	15 16%	25 16%	13 12%	9 12%	5 6%	6 7%	63 13%	32 13%	71 21%
DISAGREE STRONGLY (1)	40-1	119 10%	59 10%	17 18%	23 13%	8 6%	4 6%	5 8%	2 4%	60 10%	7 7%	15 9%	12 11%	8 11%	13 15%	5 6%	54 11%	22 9%	41 12%
DON'T KNOW/ N/A	40-9	3 *	3 1%	-	1 1%	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	2 1%
ANALYZED RESPONDENTS		1200 100%	578 100%	96 100%	175 100%	124 101%	68 100%	65 101%	49 100%	622 101%	94 100%	160 100%	110 101%	76 100%	87 100%	89 101%	494 100%	256 101%	341 100%
MEAN		3.84	3.70	3.40	3.43	3.86	4.01	3.88	4.24	3.97	3.88	3.83	3.89	4.03	3.99	4.28	3.85	3.95	3.60
STD DEV		1.399	1.416	1.551	1.455	1.264	1.275	1.441	1.134	1.371	1.327	1.388	1.403	1.423	1.458	1.151	1.396	1.340	1.482
STD ERROR		.0404	.0590	.1583	.1103	.1140	.1558	.1787	.1620	.0549	.1369	.1097	.1338	.1632	.1563	.1220	.0628	.0838	.0805

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 23M

TABLE 105

LIKE RESTAURANTS W/ A VARIETY/NON-ALC DRINKS

		AGE															INCOME		
			MALES							FEMALES									
	TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)	463	200	46	60	44	19	15	16	263	41	74	51	32	36	26	210	103	113
	39%	35%	48%	34%	35%	28%	23%	33%	42%	44%	46%	46%	42%	41%	29%	43%	40%	33%
AGREE STRONGLY (5) 41-5	247	101	25	35	19	8	8	6	146	16	44	29	17	23	15	120	53	54
	21%	17%	26%	20%	15%	12%	12%	12%	23%	17%	28%	26%	22%	26%	17%	24%	21%	16%
AGREE SOMEWHAT (4) 41-4	216	39	21	25	25	11	7	10	117	25	30	22	15	13	11	90	50	59
	18%	17%	22%	14%	20%	16%	11%	20%	19%	27%	19%	20%	20%	15%	12%	18%	20%	17%
NEITHER AGREE NOR DISAGREE (3) 41-3	262	127	16	42	35	10	15	8	135	17	37	28	15	14	23	84	66	90
	22%	22%	17%	24%	28%	15%	23%	16%	22%	18%	23%	25%	20%	16%	26%	17%	26%	26%
DISAGREE SOMEWHAT (2) 41-2	150	79	10	34	13	12	7	3	71	13	19	12	9	7	11	67	27	43
	13%	14%	10%	19%	10%	18%	11%	6%	11%	14%	12%	11%	12%	8%	12%	14%	11%	13%
DISAGREE STRONGLY (1) 41-1	291	159	22	37	28	25	27	20	132	22	29	18	15	26	22	116	56	87
	24%	28%	23%	21%	23%	37%	42%	41%	21%	23%	18%	16%	20%	30%	25%	23%	22%	26%
DON'T KNOW/ N/A 41-9	34	13	2	2	4	2	1	2	21	1	1	1	5	4	7	17	4	8
	3%	2%	2%	1%	3%	3%	2%	4%	3%	1%	1%	1%	7%	5%	8%	3%	2%	2%
ANALYZED RESPONDENTS	1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
	101%	100%	100%	99%	99%	101%	101%	99%	99%	100%	101%	99%	101%	100%	100%	99%	102%	100%
MEAN	2.98	2.83	3.18	2.92	2.95	2.47	2.41	2.55	3.12	3.00	3.26	3.29	3.14	3.00	2.83	3.06	3.07	2.85
STD DEV	1.469	1.458	1.515	1.414	1.371	1.437	1.433	1.513	1.465	1.429	1.441	1.396	1.456	1.613	1.429	1.517	1.425	1.406
STD ERROR	.0430	.0613	.1563	.1075	.1251	.1769	.1791	.2207	.0597	.1482	.1143	.1337	.1728	.1770	.1578	.0694	.0897	.0770

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL

QUESTION 23N

TABLE 106

COLD BEVERAGES USUALLY
SERVED AT RIGHT TEMP.

		AGE															INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		1005	463	77	140	101	51	57	37	542	85	140	89	66	79	77	421	211	279
		84%	80%	80%	80%	81%	75%	88%	76%	87%	90%	88%	81%	87%	91%	87%	85%	82%	82%
AGREE STRONGLY (5)	42-5	553	226	44	67	40	24	32	19	327	42	86	45	45	51	53	241	112	141
		46%	39%	46%	38%	32%	35%	49%	39%	53%	45%	54%	41%	59%	59%	60%	49%	44%	41%
AGREE SOMEWHAT (4)	42-4	452	237	33	73	61	27	25	18	215	43	54	44	21	28	24	180	99	138
		38%	41%	34%	42%	49%	40%	38%	37%	35%	46%	34%	40%	28%	32%	27%	36%	39%	40%
NEITHER AGREE NOR DISAGREE (3)	42-3	41	24	4	9	4	3	1	3	17	2	7	4	1	1	2	13	11	12
		3%	4%	4%	5%	3%	4%	2%	6%	3%	2%	4%	4%	1%	1%	2%	3%	4%	4%
DISAGREE SOMEWHAT (2)	42-2	69	45	12	16	8	4	3	2	24	2	8	9	2	1	2	27	16	23
		6%	8%	13%	9%	6%	6%	5%	4%	4%	2%	5%	8%	3%	1%	2%	5%	6%	7%
DISAGREE STRONGLY (1)	42-1	67	38	2	10	10	9	3	3	29	4	4	6	5	5	5	23	14	24
		6%	7%	2%	6%	8%	13%	5%	6%	5%	4%	3%	5%	7%	6%	6%	5%	5%	7%
DON'T KNOW/ N/A	42-9	18	8	1	-	1	1	1	4	10	1	1	2	2	1	3	10	4	3
		2%	1%	1%		1%	1%	2%	8%	2%	1%	1%	2%	3%	1%	3%	2%	2%	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		101%	100%	100%	100%	99%	99%	101%	100%	102%	100%	101%	100%	101%	100%	100%	100%	100%	100%
MEAN		4.15	4.00	4.11	3.98	3.92	3.79	4.25	4.07	4.29	4.26	4.32	4.05	4.34	4.38	4.37	4.22	4.11	4.03
STD DEV		1.106	1.163	1.090	1.146	1.158	1.344	1.030	1.123	1.031	.9378	.9537	1.133	1.106	1.013	1.057	1.062	1.109	1.167
STD ERROR		.0321	.0487	.1118	.0866	.1044	.1642	.1288	.1674	.0416	.0972	.0756	.1090	.1285	.1092	.1139	.0482	.0698	.0634

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 230

TABLE 107

HOT BEVERAGES USUALLY
SERVED AT RIGHT TEMP.

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		963	464	69	142	103	56	56	38	499	71	133	93	56	72	70	400	203	275
		80%	80%	72%	81%	83%	82%	86%	78%	80%	76%	83%	85%	74%	83%	79%	81%	79%	81%
AGREE STRONGLY	(5) 43-5	530	241	36	69	48	31	37	20	289	39	74	51	35	46	42	228	112	136
		44%	42%	38%	39%	39%	46%	57%	41%	46%	41%	46%	46%	46%	53%	47%	46%	44%	40%
AGREE SOMEWHAT	(4) 43-4	433	223	33	73	55	25	19	18	210	32	59	42	21	26	28	172	91	139
		36%	39%	34%	42%	44%	37%	29%	37%	34%	34%	37%	38%	28%	30%	31%	35%	36%	41%
NEITHER AGREE NOR DISAGREE	43-3 (3)	61	33	4	14	8	3	1	3	28	4	10	2	5	2	5	26	16	13
		5%	6%	4%	8%	6%	4%	2%	6%	5%	4%	6%	2%	7%	2%	6%	5%	6%	4%
DISAGREE SOMEWHAT	(2) 43-2	89	44	12	11	9	5	3	3	45	11	10	6	7	3	8	29	24	28
		7%	8%	13%	6%	7%	7%	5%	6%	7%	12%	6%	5%	9%	3%	9%	6%	9%	8%
DISAGREE STRONGLY	(1) 43-1	72	29	9	6	3	2	5	4	43	8	5	9	6	9	4	32	9	22
		6%	5%	9%	3%	2%	3%	8%	8%	7%	9%	3%	8%	8%	10%	4%	6%	4%	6%
DON'T KNOW/ N/A	43-9	15	8	2	2	1	2	-	1	7	-	2	-	2	1	2	7	4	3
		1%	1%	2%	1%	1%	3%		2%	1%		1%		3%	1%	2%	1%	2%	1%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		99%	101%	100%	99%	99%	100%	101%	100%	100%	100%	99%	99%	101%	99%	99%	99%	101%	100%
MEAN		4.06	4.06	3.80	4.09	4.11	4.18	4.23	3.98	4.07	3.88	4.18	4.09	3.97	4.13	4.10	4.10	4.08	4.00
STD DEV		1.158	1.115	1.325	1.019	.9779	1.028	1.186	1.216	1.196	1.295	1.017	1.195	1.283	1.274	1.145	1.158	1.096	1.165
STD ERROR		.0336	.0467	.1367	.0774	.0881	.1266	.1471	.1755	.0482	.1335	.0809	.1139	.1492	.1373	.1227	.0524	.0691	.0633

AGREE/DISAGREE WITH STATEMENTS ABOUT BEVERAGES IN GENERAL QUESTION 23P

TABLE 108

REST.S USUALLY PUT TOO MUCH ICE IN SOFT DRNKS

			AGE														INCOME		
			MALES							FEMALES									
		TOTAL	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	TOT	18-24	25-34	35-44	45-54	55-64	OVER 65	< $25K	$25K-34.9K	OVER $35K
POSITIVE (NET)		909	452	80	141	98	47	51	34	457	78	123	84	59	55	55	393	184	252
		76%	78%	83%	81%	79%	69%	78%	69%	73%	83%	77%	76%	78%	63%	62%	80%	72%	74%
AGREE STRONGLY	(5) 44-5	693	339	67	93	76	38	38	26	354	60	85	71	46	44	45	302	137	185
		58%	59%	70%	53%	61%	56%	58%	53%	57%	64%	53%	65%	61%	51%	51%	61%	54%	54%
AGREE SOMEWHAT	(4) 44-4	216	113	13	48	22	9	13	8	103	18	38	13	13	11	10	91	47	67
		18%	20%	14%	27%	18%	13%	20%	16%	17%	19%	24%	12%	17%	13%	11%	18%	18%	20%
NEITHER AGREE NOR	44-3	50	26	3	7	4	7	1	4	24	2	8	5	3	1	4	15	14	17
DISAGREE	(3)	4%	4%	3%	4%	3%	10%	2%	8%	4%	2%	5%	5%	4%	1%	4%	3%	5%	5%
DISAGREE SOMEWHAT	(2) 44-2	124	61	10	21	13	9	5	3	63	9	17	13	2	12	9	38	33	40
		10%	11%	10%	12%	10%	13%	8%	6%	10%	10%	11%	12%	3%	14%	10%	8%	13%	12%
DISAGREE STRONGLY	(1) 44-1	98	30	3	6	8	3	6	4	68	5	12	8	12	14	16	41	23	26
		8%	5%	3%	3%	6%	4%	9%	8%	11%	5%	8%	7%	16%	16%	18%	8%	9%	8%
DON'T KNOW/ N/A	44-9	19	9	-	-	1	2	2	4	10	-	-	-	-	5	5	7	2	6
		2%	2%			1%	3%	3%	8%	2%					6%	6%	1%	1%	2%
ANALYZED RESPONDENTS		1200	578	96	175	124	68	65	49	622	94	160	110	76	87	89	494	256	341
		100%	101%	100%	99%	99%	99%	100%	99%	101%	100%	101%	101%	101%	101%	100%	99%	100%	101%
MEAN		4.09	4.18	4.36	4.15	4.18	4.06	4.14	4.09	4.00	4.27	4.04	4.15	4.04	3.72	3.70	4.18	3.95	4.03
STD DEV		1.337	1.230	1.137	1.156	1.275	1.277	1.331	1.313	1.424	1.204	1.295	1.340	1.472	1.609	1.624	1.299	1.388	1.333
STD ERROR		.0389	.0515	.1161	.0874	.1149	.1572	.1677	.1958	.0575	.1242	.1024	.1278	.1689	.1777	.1772	.0588	.0870	.0728

Computer Tapes/Diskettes Are Available

National Restaurant Association members who have an interest in processing the questionnaire data to suit their own informational needs may wish to purchase the complete survey results on computer tape or diskette.

Computer Tape

If you are interested in obtaining a computer tape of the information, the four following options are available:

9 track, 1600 bpi (EBCDIC)
9 track, 1600 bpi (ASCII)
9 track, 6250 bpi (EBCDIC)
9 track, 6250 bpi (ASCII)

The cost is $275 (plus 10% shipping and handling) for Association members.

Diskettes

If you are interested in obtaining the results from the questionnaire on computer diskettes, most brands of personal and mini-computers can be accommodated. Please specify the brand of machine and disc size when ordering.

The cost is $325 (plus 10% shipping and handling) for Association members.

How to Order

To order, contact the Research Manager, National Restaurant Association, 311 First Street, N.W. Washington, DC 20001 or call (202) 638-6100.

Residents of Washington, DC must add a six percent sales tax. Illinois residents must add seven percent. Chicago, Illinois residents must add an additional one percent sales tax, bringing their sales tax total to eight percent.

Allow two to three weeks for delivery. Payments must accompany all orders, and credit card telephone orders are accepted.

Prepared by
The Research Department
National Restaurant Association
311 First Street, N.W.
Washington, D.C. 20001
(202) 638-6100